ELECTRICAL MERCHANDISING

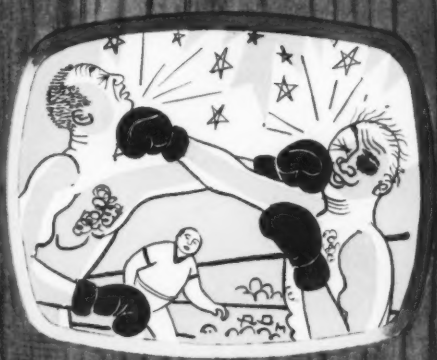
SEPTEMBER · 1952

McGRAW-HILL PUBLISHING CO., Inc. PRICE SEVENTY-FIVE CENTS





















Television Today in the U. S. A.



NEW VIBRATION-FREE BALANCING PRINCIPLE

The "card table" test proves the superiority of the advanced new spring-mounted "floating" mechanism. Exclusive new safety-valve prevents vibration or jumping in spin cycle. Install on any type of floor . . . needs no bolting down!

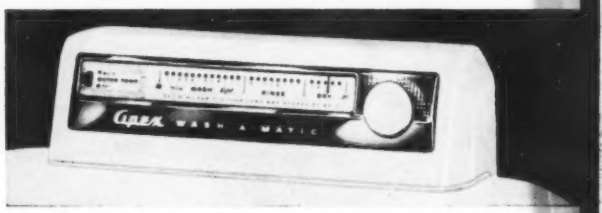
OPERATES ON WATER PRESSURE AS LOW AS 10 LBS.

Transmission will noiselessly shift and operate on this low pressure. The only washer with a water-controlled mechanism . . . gearless, fewer parts . . . most trouble-free washer on the market.



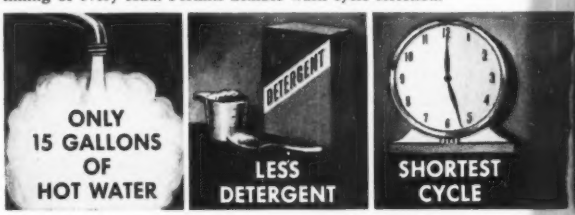
WORLD'S LARGEST AGITATOR

761 sq in. of washing surface . . . more than 5 scrubboards . . . for thorough cleaning of worst-soiled clothes . . . yet, the exclusive Spiral-Tub Agitator is so gentle that delicate nylons, and all synthetics are washed with perfect safety. It's made of miracle Fiberglas that won't rust or chip and is unaffected by bleaches, blueing, detergent. Double-wall insulated construction keeps water much hotter.



WORLD'S SIMPLEST VISUAL CONTROL PANEL

Easiest to read, easiest-to-use control known. Starts . . . stops . . . anywhere . . . any place at the touch of a finger. Assures perfect timing of every load. Permits flexible wash cycle selection.



WORLD'S MOST ECONOMICAL WASHER

In addition to using much less hot water, less detergent and saving on electricity, it also saves on fabric wear and servicing costs. Only the Apex WASH-A-MATIC offers these five big . . . most wanted . . . savings.

ALL-NEW APEX WASH-A-MATIC

proves its superior sales features through dramatic demonstrations!

Amaze your customers and prospects with the card table demonstration shown above. Set up this convincing display on your own selling floor . . . it's an eye-catcher that proves the Apex Vibration-Free operation! Compare it . . . Test it! It's the washer that has more built-in demonstration features than any other in the automatic washing field!

Customers hail it the world's most economical washer . . . dealers everywhere say it surpasses all automatic washing methods. When you demonstrate this all-new Apex WASH-A-MATIC . . . you'll agree it has more exclusive, superior selling features . . . more "buy" appeal! Get on the Apex bandwagon now, cash-in with this great new performance leader in your sales market!

TO APEX DEALERS:

Acceptance of this sensational Apex WASH-A-MATIC by the trade has been spectacular. So much so that dealer orders have been too great to supply and we have experienced some difficulties in shipping washers to all markets. However, production schedules have been stepped up and full-capacity output will soon supply this unprecedented WASH-A-MATIC demand. Your distributor will keep you informed with detailed information on the power-packed promotional plans for this new WASH-A-MATIC!

A. C. Scott
Vice President

Apex

UL

APEX HOUR-SAVING APPLIANCES

THE APEX ELECTRICAL MANUFACTURING COMPANY • CLEVELAND 10, OHIO



Electrical Merchandising

Vol. 84 No. 9

A McGRAW-HILL PUBLICATION

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The Cover . . .

Sketches by James Lewicki

ELECTRICAL MERCHANDISING

September, 1952 Vol. 84, No. 9

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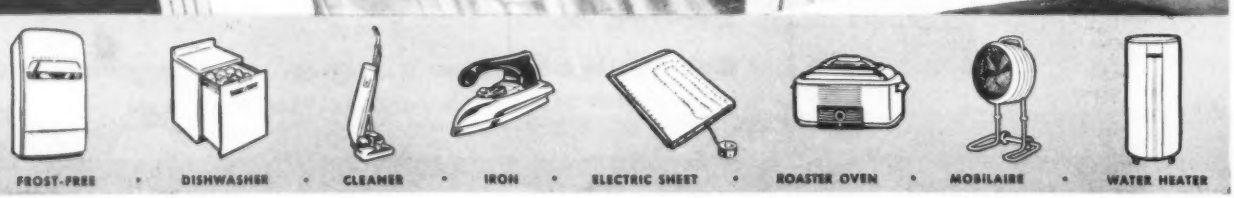
INTERNATIONAL COVERAGE BY ... World News

Wow! Westinghouse does

GREAT NEW LAUNDROMAT AND CLOTHES DRYER LAUNCHED WITH SENSATIONAL "TWINS FOR TWINS" MERCHANDISING IDEA!



See This Ad in FULL COLOR in Sept. 8 LIFE, Sept. 13 POST



FROST-FREE • DISHWASHER • CLEANER • IRON • ELECTRIC SHEET • ROASTER OVEN • MOBILAIRE • WATER HEATER

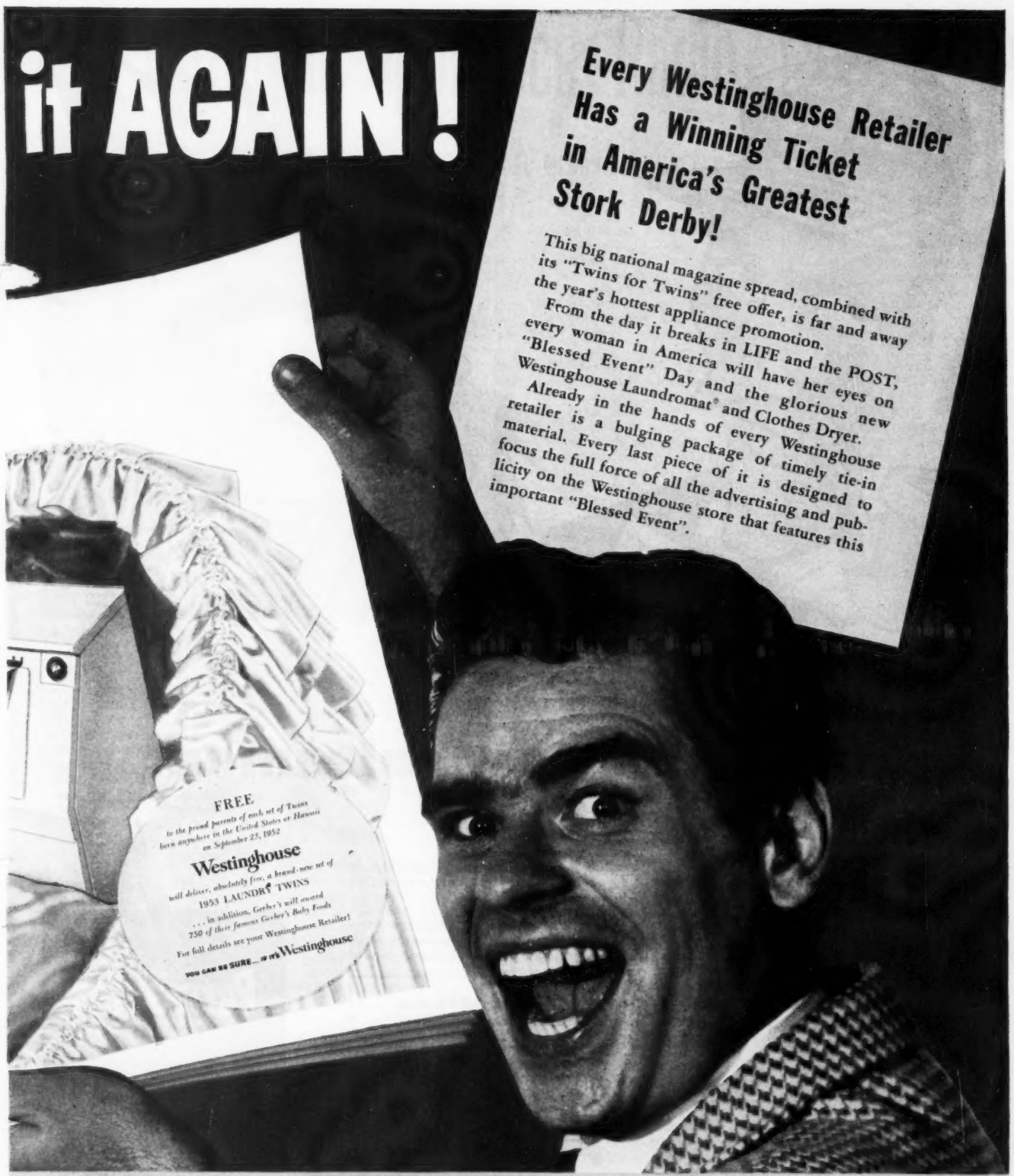
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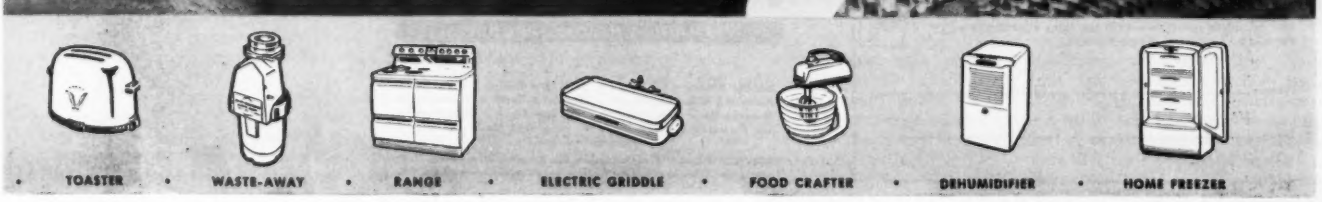
Every Westinghouse Retailer Has a Winning Ticket in America's Greatest Stork Derby!

This big national magazine spread, combined with its "Twins for Twins" free offer, is far and away the year's hottest appliance promotion.

From the day it breaks in LIFE and the POST, every woman in America will have her eyes on "Blessed Event" Day and the glorious new Westinghouse Laundromat® and Clothes Dryer.

Already in the hands of every Westinghouse retailer is a bulging package of timely tie-in material. Every last piece of it is designed to focus the full force of all the advertising and publicity on the Westinghouse store that features this important "Blessed Event".





• TOASTER • WASTE-AWAY • RANGE • ELECTRIC GRIDDLE • FOOD CRAFTER • DEHUMIDIFIER • HOME FREEZER



Meet your new salesmen!

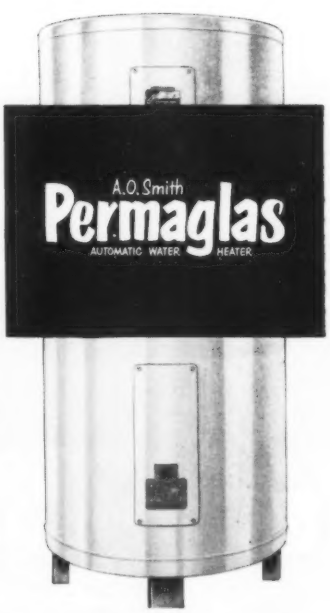
On the left . . . that's Mr. Four B. I., a protecting-type guy who guards A. O. Smith *Permaglas* Water Heaters against water heater rust and corrosion with his exclusive and effective four basic improvements.

On the right . . . that's Ruthless Rust, enemy of ordinary water heaters, who attacks them and chews holes in them. Only a *Permaglas* with Four B. I. stops him.

Both of these characters are salesmen for you, if you feature *Permaglas.* Because they're selling *Permaglas* dramatically *and definitely* in advertising that reaches 40,000,000 home-owners.

Take advantage of these different and dynamic salesmen. Contact your nearest A. O. Smith distributor or mail the coupon . . . now!

COST NO MORE than ordinary water heaters.



A. O. Smith Corporation
Permaglas-Heating Division, Dept. EM-952
Kankakee, Illinois

Please send me your free Booklet "Murder in the Tank" and complete information on the sales advantages of *Permaglas* Automatic Water Heaters.

Name_____

Firm_____

Address_____ Zone____ State_____

A.O.Smith

PERMAGLAS-HEATING PRODUCTS

SALES: Atlanta • Chicago 4 • Dallas 2 • Denver 2 • Detroit 21 Houston 2 • Los Angeles 22 • Midland 5, Texas • Milwaukee 8 Minneapolis • New York 17 • Philadelphia 3 • Pittsburgh 19 San Francisco 4 • Seattle 1 • Springfield, Mass. • Tulsa 3 Washington 6, D. C.

SERVICE: Chicago 17 • Dallas 1 • Los Angeles 12 • Union, N. J.
International Division: Milwaukee 1 • Licensee in Canada: John Inglis Co., Ltd.

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

A bigger boom for room coolers in '53 . . . Fair Trade gets mixed reception . . . Economics overtaking price cutters

DESPITE the shortage of air conditioners caused by this summer's unprecedented boom, not all eastern dealers were willing to stick out their economic necks to the point of heavy re-ordering—and getting them chopped off by a sudden drop in sales or a poor season in 1953.

One big Philadelphia dealer, remembering what happened when, after 1950's good season, he got stuck with a big inventory which he could not move in 1951, even turned down an offer of ten units as early as the first week in August. He was, however, the exception. Enthusiasm for the "new gold strike" runs high and merchants everywhere are planning on making killings in 1953. Some advertising even recommends that consumers place their orders now for 1953 delivery. Typical of dealer reaction is the comment by a New York dealer, "This summer put that appliance over and demand will skyrocket from now on."

Even Boston, Mass., not normally a hot enough market for big volume in air conditioners, has its enthusiasts, one of whom prophesies vigorous promotions next spring. Another in the same area says of room coolers, "They bid fair to come into their own as an acceptable house unit in the relatively comfortable New England climate as a result of this summer's grueling experience."

No Zone Control. The usual boundaries of weather areas seemed to disappear in the summer heat wave. Even Buffalo, New York, dealers report sell-outs on both fans and air conditioners. Says one, "Air conditioners apparently have a terrific potential and we will stock them much more heavily next year."

The only unfavorable aspect of the fan and air conditioner boom was that no one had enough. It was even reported that one large manufacturer, remembering previous over-supply difficulties, completely disregarded an expensive long-range weather report which prophesied the hot summer and kept production at conservative —and profit losing—levels. But next year could well be vastly different. Perhaps the most important portent of a better season is the volume of reports that air conditioners, like TV, are no longer regarded as the exclusive property of the high income groups.

Inventory No Problem. The long struggle to pare down inventories is about over, say most dealers. Few, if any products are, at this early August writing, in oversupply. Dealers are still buying cautiously, but in the light of reports that shortages are developing in some models of some lines, you can look for a pickup in purchases. Mentioned particularly as short in some areas are certain brands of automatic washers, freezers, refrigerators and water heaters. By October the steel strike should really begin to make itself felt in appliance output, says one well-informed retailer. Then, he predicts, shortages may be serious.

No Bands for Fair Trade. The announcement of a new Fair Trade law made no ripples in dealer ranks. Today the attitude, some report, is one of watchful waiting. As one merchant puts it, "Dealers are waiting to see what manufacturers are going to do about it and manufacturers are watching to see what dealers will do." He pooh-poohs producer announcements that they will fair-trade their merchandise, claims that it's all psychology to get dealers who wouldn't carry electric housewares during the throat-cutting days of no-control back into the business. Both dealer groups and manufacturer organizations are afraid to take concerted enforcement action because of the threat of anti-trust and restraint-of-trade suits.

Down the Drain. The recent meeting of creditors for a large New York retail chain which reportedly owes around $250,000, the failure of another and rumors of financial difficulties in still more is interpreted by one observer as the beginning of the end for the big organizations which try to make big volume compensate for too-slim margins and cut prices. "It proves," he declares, "that price-cutting catches up with the guys who do it. You don't need Fair Trade to stop price cutting and, in fact, it won't. You can't legislate a profit."

TV Tension. After the political conventions most eastern retailers saw the temporary pickup in television sales begin to die, and some even went so far as to say that in heavily saturated areas the people who had the money to buy were the smart ones who had bought before and were now going to hang on to their sets until they could get UHF or color, or both. That, they claim, temporarily kills their replacement market. But the convention pickup was good while it lasted, helped to push up July totals. As one Washington, D. C. outlet reports it, "TV doubled July of 1951 and radio is ahead of last year." Most merchants look for the beginnings of the fall selling season to put TV back on a volume basis.

It looks, according to one authority close to planners among the big brass, as if TV dealers in saturated areas will have to mark time with monochrome sets until the new markets of the nation are well opened up. Then along will come color and the industry will enjoy another big boom re-selling the whole country.

Sales Report. Reports on refrigerator sales for July are generally good, although one Boston dealer reports a 33 percent drop from expected totals and others in the area say with delightful New England conservatism that "any concessions are quickly acceptable." In this region bargain-priced ice cube trays are credited with many sales.

Out on Long Island a dealer not only found his July refrigerator sales twice his June record, but also noticed a slight firming in the discount structure. Washington dealers report "excellent business" and emergency deliveries" in refrigerators and Buffalo merchants report that sales have "picked up" or are "steady." A Philadelphia distributor, happy about a sales increase, still remembers "that it was a pretty tough season until about the first of July."

While automatic washers have been moving well throughout the East, wringer washers have been playing dead dog, a phenomenon which one distributor explains with prices. "The only people today who want a wringer washer," he says, "are those who can't afford an automatic, but with wringer washer prices as high as $139 and some automatics nearly that low, they, quite naturally, are going to buy automatics—if they buy anything. To sell, wringer washers must have prices that start somewhere around $89 and have a top of perhaps $120."

Food Plans and Profits. Freezer sales were generally down in July, say appliance dealers who don't have food-freezer plans—and they blame the decline on outfits, mostly non-appliance dealer, which do have such plans and are stealing their market.

The possibilities for profits in the plans are now luring some of the East's best and biggest dealers. One, who recently got his started after many months of cogitation, investigation and planning, says, "Dealers have got to realize they have been missing something. Eventually these food plans have got to be part of the dealer's business. They are his kind of business. They are specialty selling. Five years from now a freezer is going to be just as necessary in a house as a refrigerator is today."

The Midwest



By TOM F. BLACKBURN

Increase in utility load seen . . . Fan business jumps . . . Refrigerators move well

As this is written comes news that at least one television manufacturer recognizes the need for longer margins, for both dealer and distributor, and a short line. Name can't be mentioned because many things change prior to conventions.

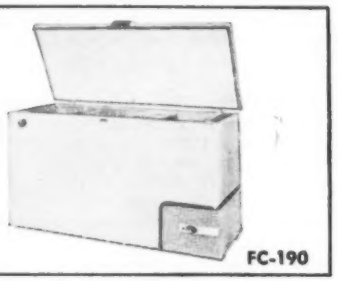
A utility man who has been assigned the job of studying load building reports that he is amazed at the lack of preparation being made by American

WILSON

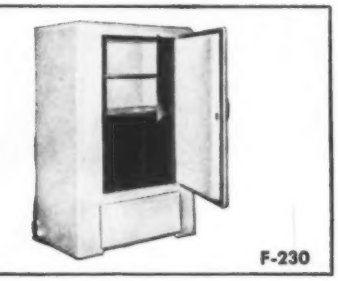
*is the one **REALLY** complete*

HOME FREEZER LINE

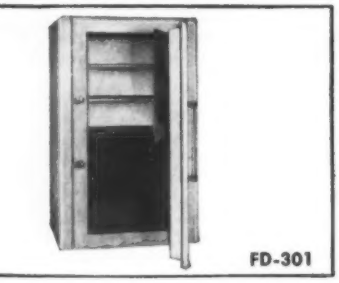
4
CHEST MODELS
8, 15, 19, 24 cu. ft. sizes



3
SELF CONTAINED UPRIGHT MODELS
18, 23, 30 cu. ft. sizes



9
SECTIONAL EXPANDABLE MODELS
30, 60, 90 cu. ft. sizes



No wonder Wilson Dealers and Distributors make so many sales! No wonder they say a Wilson Franchise offers the most in business-getting opportunity. A few wholesale Distributor Franchises are still available. ***For complete details of availabilities in your area, write, wire or phone.***

WILSON REFRIGERATION, INC.
102 Glenwood Ave., Smyrna, Delaware

HOME FREEZERS • FARM MILK COOLERS
COMMERCIAL REFRIGERATION

CONTINUED FROM PAGE 5

utilities to prepare for the increase in energy that is about to come on the lines.

Future Jump in Consumption. Foreseeing that the 10,000 per year kw home is going to be a reality in the near future, his utility is carrying out an interesting program. On all new home wiring jobs it is having 1¼-inch conduits used with the idea that as a house goes up from 85 amperes to 100 ampere service, it will be easy to pull out the smaller wires and increase the size of the service without disturbing the premises.

The commercial manager who said this is distressed at the way electrical dealers are slipping away from load building appliances. His firm is studying how to work with dealers, direct or through distributors. He realizes that soon white goods will be a side line with dealers unless somebody jumps in and helps carry the ball. Distributors in his vicinity don't have any interest in the EEI sales training despite the jump they had in sales in June. Biggest question bothering him is whether the utility should stay in the appliance repair business. The way dealers are dropping repairs means that the utility must pick up the burden.

Long Trades in Indianapolis. Indianapolis must have a terrific carryover inventory judging by the trades that are being offered. The Maytag store is offering a $100 trade-in for your old refrigerator, regardless of condition. Reliable Furniture there is selling a washer at $79.95 with a year's supply of soap, terms $1.50 weekly. Dukes Bros. are offering $100 and $115 in trade-in on refrigerators.

In the freezer fair promotion in Wichita, Kansas, Sears Roebuck came up with an idea that cashed in on superstition. It was the familiar "wishing well" and visitors wrote down their most wished-for appliance, and tossed the cards in the well. It sounds silly but there is a lot of superstition abroad in this world and Sears salesmen got around 700 names.

The sight of coal burning electric ranges in stores selling to farmers is today a common one. Electricity is used for cooking among rural families, according to a *Country Gentleman* survey, in 16.2% of the homes, LP gas in 16%. Breakup of other fuels is along these percentages: Wood, 38.7%; coal, 13.8%; liquid and other fuels, 10.2, and utility gas, 5.1%.

The grocery bag survey, a feature among Midwest newspapers, has now come out in Duluth. Idea is to give the family a varied assortment of groceries for answering a questionnaire. The *Herald & News-Tribune* announced that 92% of the families up in Duluth own refrigerators, 23.7% electric ranges. Gas ranges have dropped from 76.5 to 75%. Automatic washers, saturation, 12.2%; wringer type machines, 79.1%; spinners, 4.4%. Ironers are owned by 16.7% in Duluth, 11.2% in Superior, a neighboring city. Only 2 percent own clothes dryers.

Of Duluth families, 5.6% own freezers, and 3.2% of Superior families own them. Food waste disposers are in only 1.6% of the homes, and sewing machines in 77.5%. These two northern towns employ oil for heating in 40.1% of the houses, and 81% have lawns to their homes, indicating a market for power driven lawn mowers.

Fan Business the Best. A terrific heat wave in July made the fan business one of the best ever in the Middle West. Increases in sales ran from 25 to 60% over the previous years and stocks of fans were hard to find. All types of fans in Chicago, St. Louis and other cities, from the cheap drug store models to the higher priced hassocks, were cleaned out. It has been the best year yet on room conditioners and window fans. Since there was no consignment this year, everything resulted in solid sales. The room cooler people figured themselves as up just one more step on the ladder.

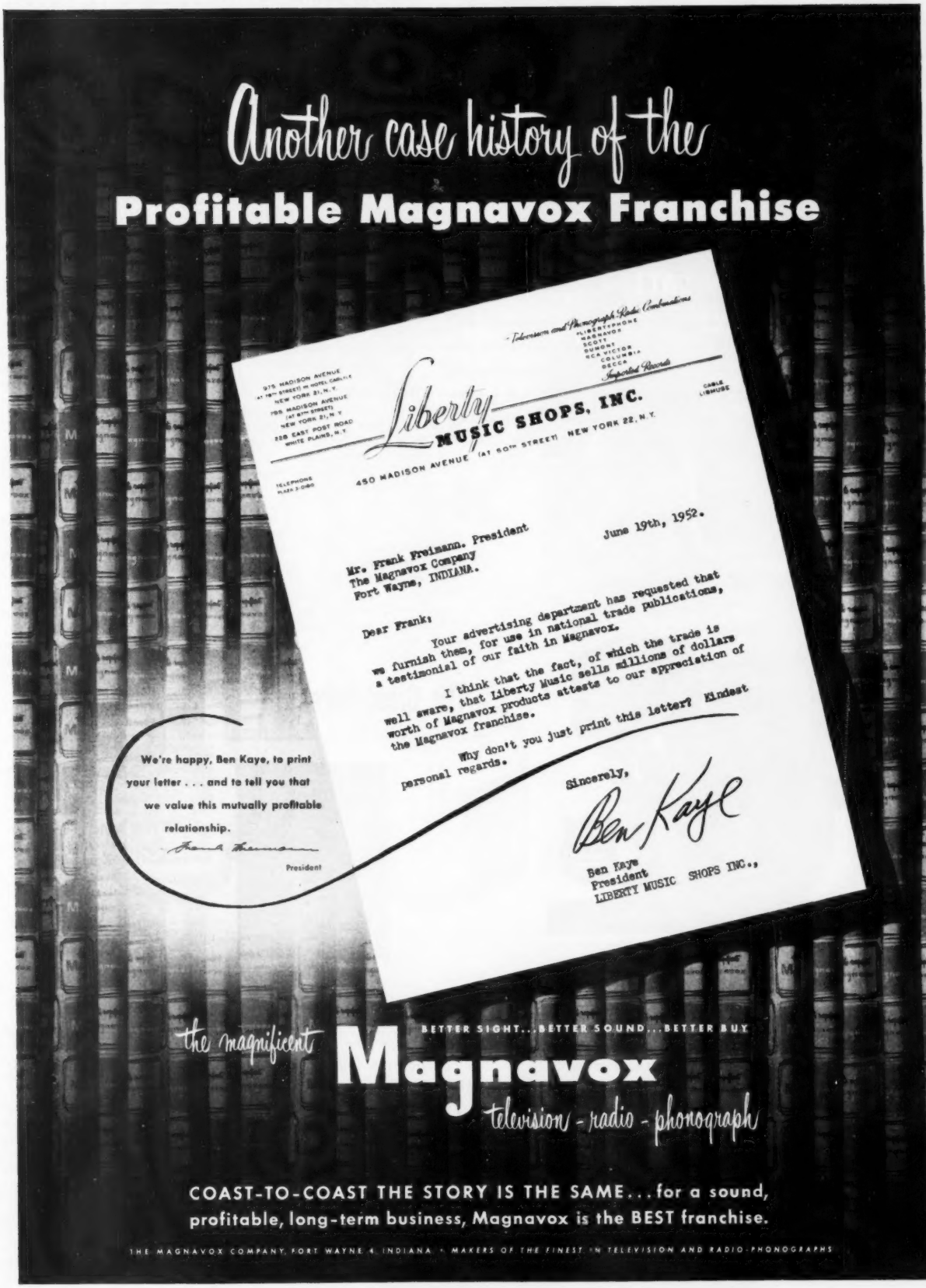
There was a sharp upturn in the Middle West on refrigerator sales and nearly everything else in the category. The experts, when queried for the reason, said they believed the refrigerator jump was due to two reasons: 1. The steel strike meant there were not going to be any cheaper prices; 2. The unexpected heat wave, in many places the most severe in years, caused a lot of old boxes to conk out, necessitating the purchase of a new one. Everyone talked to had a good June and July, and few were able to explain the reason after a draggy spring.

The gas utilities are not going to take the competition from electric range dealers going down, and what is happening in Detroit is a sample. Until notice there, no installation charge is going to be made for gas ranges, for refrigerators, or clothes dryers. A $25 charge will be made for installing vented items, and $20 for installing unvented water heaters. Owners of oldest gas ranges can come forward and claim a prize over there.

24-Month Payments Coming. Say what you may, it is Sears Roebuck who sets the style in the Middle West, and this notice tipped in all their catalogs, indicates the kind of competition that will have to be met by local dealers.

Sears says that for only $5 down any home appliance, priced up to $200, will be delivered. If the cash price is more than 200, $10 is the down payment.

Twenty four months to pay terms are being offered on refrigerators, freezers, ranges and washers, dryers, sinks, water heaters, air conditioners, ironers, dishwashers, garbage disposers, water softeners, dehumidifiers, radios, phonographs, recorders, television, pianos, sewing machines and vacuum cleaners. Obviously, we are going to


Another case history of the
Profitable Magnavox Franchise
Liberty MUSIC SHOPS, INC.
450 MADISON AVENUE (AT 50TH STREET) NEW YORK 22, N.Y.
June 19th, 1952.
Mr. Frank Freimann, President
The Magnavox Company
Fort Wayne, INDIANA.
Dear Frank:
Your advertising department has requested that we furnish them, for use in national trade publications, a testimonial of our faith in Magnavox.
I think that the fact, of which the trade is well aware, that Liberty Music sells millions of dollars worth of Magnavox products attests to our appreciation of the Magnavox franchise.
Why don't you just print this letter? Kindest personal regards.
Sincerely,
Ben Kaye
Ben Kaye
President
LIBERTY MUSIC SHOPS INC.,
We're happy, Ben Kaye, to print your letter . . . and to tell you that we value this mutually profitable relationship.
President
the magnificent
BETTER SIGHT...BETTER SOUND...BETTER BUY
Magnavox
television - radio - phonograph
COAST-TO-COAST THE STORY IS THE SAME... for a sound, profitable, long-term business, Magnavox is the BEST franchise.
THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA • MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS



Preferred power on tank-car heaters or mobile steam generators for heating tank-cars of road oil and bitumen — the world's most widely used single-cylinder gasoline engines on machines and equipment for the construction industry, railroads, oil-fields, and for farms and farm homes.

Whether you build, sell, or use gasoline-engine powered equipment — you are assured of maximum performance and foremost value when the power is a Briggs & Stratton single-cylinder, 4-cycle, air-cooled gasoline engine. Briggs & Stratton Corporation, Milwaukee 1, Wisconsin, U.S.A.

In the automotive field Briggs & Stratton is the recognized leader and world's largest producer of locks, keys and related equipment.

CONTINUED FROM PAGE 6

see the 24-months payment plan spread throughout the Middle West; whatever Sears does is always quickly copied.

Distributors, particularly those who handle television, are demanding protection on prices, and this is extending to small appliances. The Cory Corp. has grabbed on to this guarantee as a sales feature and is widely advertising it at this time.

New Design, Better Prices. In the rush to buy fans there is a lesson in design. Time was when the regular oscillating type with 10-in. and 12-in. blades at $16.95 to $30 was the leader. Today, demand is reported just as good for window fans ranging from $49.95 to $69.95, and hassock types at $39.50 and $49.95. The reversible window fan around $59.95 meets strong preference which indicates that the fan industry has stepped up its unit prices by redesign of models.

It can't be discovered who is doing it, but the rumor about Chicago is that some smart operator is buying trade-in television sets for around $15 or $20 apiece, moving them into towns where new stations are coming, and retailing them at from $40 to $50 each. Dick Hirsch of Hudson-Ross says it's not his organization, although his firm has around 5,000 trade-in televisions a year, most of which are sold in job lots.

The Great Lakes



By FRANK A. MUTH

Strike helps and hurts dealers . . . Food plan fails . . . Convention helps sell many items . . . Best refrigeration sales in Cleveland

SMILES were on many appliance dealers' faces in the month of July. Settlement of the steel strike wiped away the sour expressions that Pittsburgh men had worn since April.

Throughout the area many distributors had adequate stock of all merchandise the steel strike would have affected, therefore were able to supply dealers. But in some areas dealers had different experiences with the consumer.

Sold Popular Models. One distributor in Columbus reported early in August that the strike did affect sales because they were not able to get popular models of various appliances. It did help them move many of the higher priced models, but the dollar volume fell.

The same distributor lamented: "One thing the steel strike did was to help our competitors to move out 1950 and 1951 models. It did not help us because we were already sold out of 1951 models."

An old appliance salesman is a fellow who knows almost as much —but not quite—as a young appliance salesman thinks he knows.

Viewing the picture in Louisville, one sales promotion manager said that the strike accelerated sales as people were doing some scare buying. Sales have been doing very well there.

In Louisville, the political conventions helped sales on several items. Television is doing better than last year. On the other hand, Columbus distributors say that the big increase in television is due to new pricing and new models.

Columbus dealers were not doing as well as small town dealers. One distributor feels that for the last 90 days the small dealer saved the day. "We simply would not have existed without their constant volume of sales," he reported.

Food Plan Fails. The biggest disappointment to some distributors is the failing of freezer food plans. One distributor worked out a real deal . . . good food, at a decent price; lined up excellent promotion; compiled a list of over 400 leads and turned them over to their dealers. In about five weeks time, only five freezers had been sold. One dealer alone received 68 names in his area, and he followed up only two by phone.

Clock radios, which some had expected to be moving pretty well this summer, were off at least 10 percent and portables were off as much as 40 percent.

Movement on other summer items, such as fans, continues to be a wonderful surprise to some distributors. A few stores with stock over five years old were moving them as if they were 1952 models. One Louisville distributor is still getting a few fans, but they move very quickly. For example, one day 250 window fans arrived. By sundown all were gone.

Metropolitan areas have increased sales much more since the lifting of Regulation "W," which has improved

DULANE

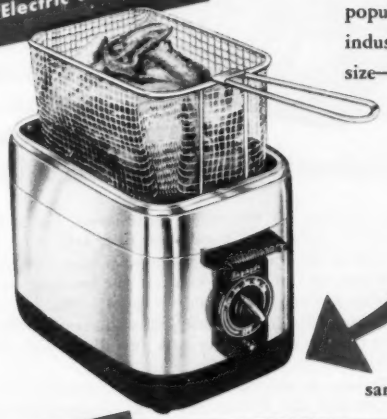
Products that are Out of this World



DULANE
Fryryte®
The Original Automatic Electric Deep Fryer

The Crowning Achievement
The new Fryryte Deluxe Model F-5. Breath-taking in beauty and amazing in capacity. Cooks with either 4 or 6 pounds (lbs.) shortening. New illuminated dial scale indicates when cooking temperature is reached. The biggest—the fastest—the ultimate in deep fry design and performance. **$36.95**

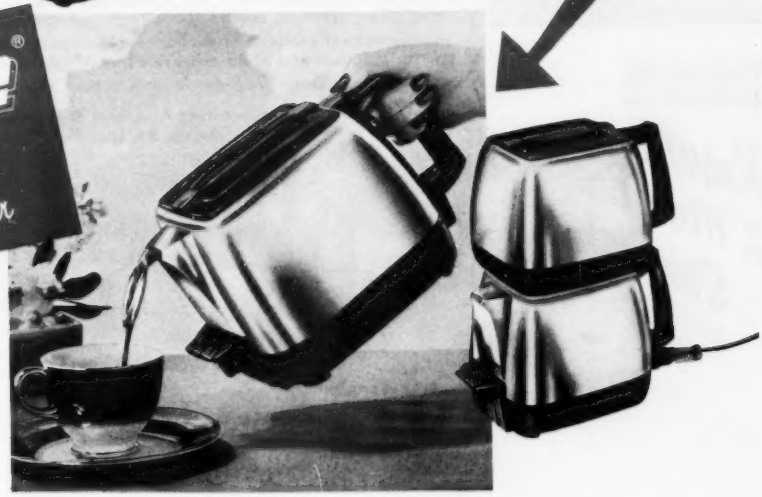
First in Consumer Demand
The model F-4 Fryryte—the most popular deep fryer that created a new industry—Still the leader in comparative size—sales and serviceability. **$29.95**



BRAND NAMES FOUNDATION

It's another First for Dulane
The sensational automatic DRIP coffee maker with modern gracefully styling. Brews more *flavorful* coffee *faster*. 4 to 10 cup capacity—each cup with the same full-bodied taste. **$39.95**

DULANE
Coffyryte®
The FIRST and ONLY Automatic DRIP Coffee Maker



Dulane INC.
RIVER GROVE, ILLINOIS

Long Life—Low Maintenance
No Comebacks with the

FOR 50 YEARS Wiremaker for Industry

New 300 OHM TRANSMISSION CABLE by BELDEN

No. 8230



COPPER-SHEATHED 20-GAUGE STRANDED STEEL WIRE

Brown Polyethylene-Resists Weather and Oxidation





The new Belden Weldohm, 300-ohm Transmission Cable is the greatest advancement in television installation since television began.

Reducing TV lead-in conductor breakage to a minimum is easy. The new Belden Weldohm Cable has overcome the breakage point by 162%, that's 1½ times the strength of pure copper wire.

In actual test, Belden Weldohm Cable will withstand 254% more whipping or severe flexing than the average installation of 300-ohm copper lead-in wire.

There is no difference in the electrical characteristics between an all-copper conductor and the Belden Weldohm copper-coated steel wire. The web is 72 mils of 100% virgin polyethylene.

Replace with Belden Weldohm or make your next new installation with Weldohm and avoid expensive loss of time and labor.

Specify Belden—Weldohm Transmission Cable.

Belden Manufacturing Co., 4663 W. Van Buren St.
Chicago 44, Illinois

To You, Belden's Golden Anniversary Means

—product performance that can come only from a "know-how" that has grown through actual service since the inception of Radio.

—an ability to co-operate in pioneering new wires to meet or anticipate industry's growing needs.

In the years that follow This Belden Program Is—

— TO BE CONTINUED

Belden Radio WIRE

APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

the dealer structure in Louisville. "The picture looks much brighter," officials are saying.

Cleveland Improved. "The best month (July) this year," some appliance men say. "Refrigerator sales increased 40 percent over June, and with a good increase that month over April and May, we were pleased with June," one promotion manager adds.

Two things, many believe, helped the picture in Cleveland. People were buying because they felt that there would be a terrific shortage of merchandise. In addition, all the distributors feel that almost nobody missed the advertising on the convention telecast. Some feel that it pulled many to the stores, because they mentioned it when they asked for a certain model.

Some appliance salesmen have insomnia so bad they can't even go to sleep on the boss' time!

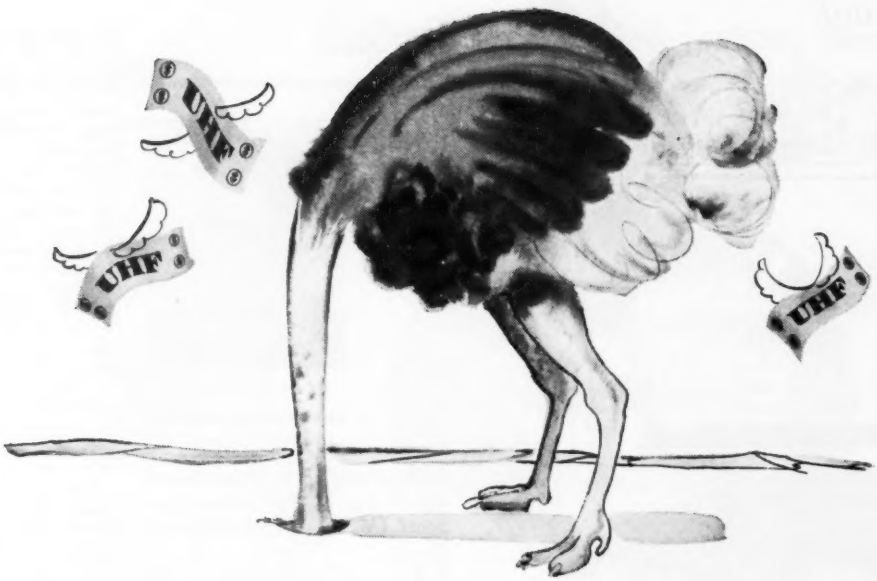
Television, which long has been on the wane, has made some increase in Cleveland. But most dealers and distributors still are looking for September to really put them back in TV business.

Cut Price Growing. One dealer in an outlying town of Pittsburgh complained to this reporter that several dealers who are relatively new to the TV business have already started the cut price routine. "If the people only knew that without service, the saving they may make on the set price is still losing them money," the dealer said.

Dealers in Marion, Indiana, who don't sell TV are being hurt by the increased TV sales. Even as a fringe area, the town had about 1,400 sets last October. By March it was reported that over 3,900 sets had been installed. Now they predict that there are between 5,000 and 7,000 sets. Money that many people would have spent for white goods during June and July had been spent on TV in the past year. Thus, by the time the town gets their own station and dealers have to get on the band wagon or be left out on sales completely, a few will have captured all the business.

Steel and Strikes. With the steel strike running side by side during most of the two conventions, a dealer in Warren, Ohio, capitalized on good will with the workers. Ray Van Devender sent three TV sets out to the steel workers picketing Pittsburgh Steel, Copperweld Steel, and the Sharon Steel Co. He put the sets in the pickets' shanties so they could watch the two conventions.

"There is good relationship between the companies and the men," he claims, "and they're our customers. We know that they will bring the business back to us some day."



Why not face the facts about uhf?



There's a Raytheon TV in both "Continental" and "Suburban" Models ... to fit your customer's every home style and interior ... to retail from $199.95 to $750.00, Federal Excise Tax and One-year Warranty Included.

You know it ... we know it ... it won't be long before there'll probably be not only VHF in your area but UHF, too. New stations ... new markets ... new big business ... double your opportunity. If you face it NOW, that is!

And you can! Yes, you can face UHF now and make profits on it! Because Raytheon TV is the line that's ready for UHF ... with its sensational and exclusive "VU-matic" all-channel reception that gives your customers the matchless picture perfection of TWO TV SETS IN ONE! No strips! No converters! No bulky gadgets!

Your American public wants the latest and most complete—and this is it! There's nothing like it anywhere—all 70 new UHF-TV channels and all 12 present VHF-TV channels! You could dial them in *today* with Raytheon's amazing "Channelite" tuning!

So why not face the facts about UHF—and *sell* it today and make *money* on it today with Raytheon TV! For full details about this line and the Raytheon Assured Profit Plan, phone or wire your Raytheon distributor. Or for his name, get in touch with us.

Catch UHF profits now with the complete all-channel coverage of

Raytheon tv

RAYTHEON TELEVISION

Raytheon Television & Radio Corp.,
5921 W. Dickens Ave.,
Chicago 39, Ill.

Mr. Dealer:

Chromalox "Supreme"

"2-Units-in-1"

gives you all the selling features of modern electric surface cooking







UNIFORM OVERALL HEAT that goes evenly into the largest utensils for maximum cooking speed.



OUTER COIL HEAT that allows uniform, economical cooking in large utensils and frying pans.



INNER COIL HEAT that saves up to 45% of the electricity used in coffee percolators and small pans.



LONG, EFFICIENT LIFE—Tests by Electrical Testing Laboratories prove that Chromalox Units maintain their efficiency, even after years of heavy use.



EASIEST CLEANING—Only one part to remove! Unit lifts up, pan comes out for thorough dishpan washing. Adaptor Rings wipe clean with a damp cloth.

Free!

Send for this book

It's loaded with valuable information that will help sell more electric ranges.



Range Unit Division, Edwin L. Wiegand Co.
7525 Thomas Blvd., Pittsburgh 8, Pa. RC-5e

Please send me "The Switch is on"

Name_____

Company_____

Street_____

City_____ Zone____ State____

CHROMALOX

"Electric Cooking at its Best"

CONTINUED FROM PAGE 10

The South



By AMASA B. WINDHAM

Refrigerators in triumphant march again . . . Conventions boost TV . . . Freezers move up

DON'T look now, boys, but refrigerators are back again.

Yes sir, the daddy of all appliances is off the ailing list and thumping the tub again. Nashville reports that refrigerator sales are up some 110 percent over July a year ago; New Orleans estimates the sale of 1,750 during the month; Chattanooga actually has a shortage in 'em with dealers howling for more; Miami sales are up 60 percent, and similar reports from other cities are just as startling.

You can't lay all of this to the steel strike, although that fiasco did serve to clear up manufacturers' inventories. The truth is that the replacement market is in full swing down in this neck of the woods and dealers are making the most of it.

"This is not a flash in the pan," declares one of Atlanta's top dealers. "Trade-ins in refrigerators are going fine and it looks like we've reached that long desired phase of marketing. The millions of dollars which have been poured into pump-priming through advertising are now paying off."

That steel strike itself hurt business in some areas pretty badly. Birmingham probably was hit harder than any other city of comparable size in the nation, since that city's payroll depends to a great extent on steel output. Toward the end of the month, when the time was perhaps politically ripe for the strike to end, buyers started straggling back into Birmingham stores but dealers were out plenty. Some sections of Tennessee and Virginia also were hit heavily.

Business Good Nevertheless. Despite the steel strike and the hottest summer on record, business was excellent in many lines. The sale of room air-conditioners was out of this world almost everywhere, while window, attic, portable and pedestal fans were soaring. With heat consistently above 100 degrees for the greater part of July, the home cooling business was in its glory. Air-conditioning units were the month's best seller in Miami, Richmond, Charlotte, Atlanta, Memphis, New Orleans and Birmingham. But it wasn't only the big cities that sold 'em—the customers in Waycross, Ga., Pine Bluff, Ark., and Leapfrog, La., also yelled for 'em.

As predicted here last month, home freezers also were turning up a handsome profit for the dealer. In Mississippi and Louisiana, where the freezer business is always tops in July, dealers were at it again. Sparked by campaigns on the part of three big utilities, sale of freezers in these two states was ahead of last year by some 15 percent and still going strong. Improved sale of home freezers also was reported from the Carolinas and along the Gulf Coast.

The July political conventions helped considerably to hold up the sale of television sets. Another potent factor in upholding TV sales was the arrival of the new cross-country cable on July 1. Dealers in New Orleans and Jackson, Miss., particularly noted a healthy boost in TV volume. E. N. Avegno, dealer sales manager of New Orleans Public Service, Inc., reports that 7,000 sets were sold in the recent six weeks campaign which ended in July. Television sets in the New Orleans area are now at around 100,000. With the coming of the north-south cable, interest in Jackson went from "indifferent" to "lively" with a corresponding increase in set sales.

Electric water heaters were still going good. Nashville estimated an overall increase in sale of such heaters of about 10 percent over last year. Knoxville also reported an increase. In the Miami and Tampa areas, water heaters of under 30 gallon capacity were still some 200 percent ahead of 1951 sales, although lagging a bit in larger capacities.

Heat Gets Housewares. Suffering from the summer doldrums were electric housewares. They just aren't selling, say the dealers, and prospects for an upswing are not in view until September. Roasters, coffee makers, toasters, broilers, hot plates and waffle irons all moved slowly. Electric irons, blankets and heating pads also are in a static condition.

Console model radios seemed to be sluggish, according to the dealers' information; however, the sale of table models was not so bad, and in one or two sections were reported even better than in many previous months. Record players and tape recorders also were moving satisfactorily.

The sale of laundry equipment was excellent in Florida, the Carolinas, Tennessee and north Georgia. Conventional washers were still riding a boom in the Charlotte and Asheville sections of North Carolina, while automatics were moving best from Jack-

Kresky Dealers Get Set for *Biggest* Year!

New Furnaces, New Features, New Selling Aids, Continued National Advertising Will Boom Sales for Appliance Dealers this Heating Season

"Somebody's been making himself mighty comfortable."



National Advertising LIKE THIS CREATES CUSTOMERS FOR YOU

Golden summer warmth . . . with a touch of your finger. It's all yours . . . with an automatic Kresky Oil Floor Furnace. You don't need any basement to enjoy it.

Under-the-floor Kresky units save space, too. Rooms seem larger. And Kresky is kind to your pocketbook. Kresky Oil Floor Furnaces are economical to buy, to install, to operate.



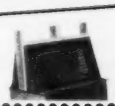
4 Flat Floor Register Models
40,000–112,800 BTU Output

KRESKY OIL WALL FURNACE For Concrete Floor Homes

Save *all* that precious floor area! This newest Kresky unit takes up only unusable wall space between rooms. Heat can be released from either or both sides. A single unit can put heat directly into unconnected rooms or separate living zones.



Kresky Wall Furnace
62,500 BTU Output



Fuel-saving KRESKY burner turns smoke into EXTRA heat

Kresky's smoke-free flame cuts fuel waste. It keeps homes cleaner, too. There's no soot . . . no smoke . . . to soil room inter or outside paint.

SEE THE "LIVE" DEMONSTRATIO Kresky's famous Forced Air Inductior Burner at your home appliance deal heating and plumbing cont burner that revolutio

PIONEERING LEADERSHIP SINCE 1910

Kresky OIL HEATING

Check these reasons why YOU can make money with Kresky

- A Kresky franchise takes very little capital outlay.
- Most of the volume is done on furnaces that require no tools or special skills you do not already have.
- It is a product that sells best in the "off season" for most of your lines.
- You will have complete stock, parts, service and sales assistance in your own sales area.

Appliance dealers are making sales where they never made them before . . . in the basic home heating field. They don't have to be plumbers, furnace men or heating engineers to make these sales . . . for Kresky floor and wall furnaces (the large volume sellers) are as compact and easy to install as an automatic washing machine, and there are no major service headaches to worry about afterwards. They're a natural unit to sell for any appliance dealer with an average service department.

ONE OUT OF EVERY FOUR OIL FLOOR FURNACES SOLD IS A KRESKY...

Get *Your* share of these sales . . . just attach the coupon to your letterhead for full information about Kresky sales-opportunities. Limited number of territories open for qualified distributors.

Mail This Coupon Today !

KRESKY MFG. CO., INC. 952-EM
2nd and H Streets, Petaluma, California

Send me complete facts and figures on Kresky Oil Heating Equipment. Also name of nearest Kresky distributor.

NAME.....

ADDRESS.....

CITY..... STATE.....

THE MOST COMPLETE LINE OF OIL HEATING EQUIPMENT

Flat Floor Furnace



Dual Register Floor Furnace



Wall Furnace



Fireplace Furnace



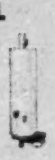
Basement Central Heating Furnace



Forced Air Highboy Furnace



Storage Water Heater



Auxiliary Water Heater



Conversion Burners





Temperature control is combined with a single pole switch to provide a thermostat that has many industrial applications. If the temperature at any dial setting—through any cause—exceeds the temperature range of the control by approximately 7% in liquids or 12% in air, the current is automatically cut off and the switch locked in open position. The switch remains open until closed by pressing the manual reset button.

You can mount this control in any one of four positions. Standard size bulbs and capillary tube lengths provide great flexibility to meet installation needs. Available in direct or reverse acting models with a maximum temperature range of 550°F.

Write for full information.

In Home and Industry *EVERYTHING'S UNDER CONTROL*

Robertshaw®

THERMOSTAT DIVISION

ROBERTSHAW-FULTON CONTROLS COMPANY

YOUNGWOOD, PENNSYLVANIA

CONTINUED FROM PAGE 12

sonville to Miami. Ironers were still in short supply and even dryers were moving better than in several months. There was a sharp rise in the sale of garbage disposal units also. It seems that more dealers learn every day that these units will sell with a bit of effort behind them.

Distributors continue their fine job in opening the way to better selling. One outstanding event in July was the series of distributor-management schools staged by Hotpoint in Georgia, whereby some 100 distributor salesmen got booster instruction in every line of selling which will be passed on to the dealer.

The Far West



By HOWARD J. EMERSON

White goods doing all right . . . Sharp practices rife in L. A. . . . Conventions bring TV spurt

CAUTIOUS and apprehensive, but not pessimistic — that well describes the few dealers who visited Western Summer Markets in San Francisco, bi-annual barometer of conditions in the appliance business in the eleven western states and the Pacific Basin. Following the pattern set at eastern markets, buying was slow. Few new products were shown, and most of these had been unveiled to franchised dealers at pre-market meetings.

Behind the cautious character of most dealers was uncertainty of the effect the steel strike would have on business during the next few months. Northern California dealers, particularly, were pursuing a policy of wait and see because they had suffered seriously with a drop in new business and an upswing in repossessions during the late winter and early spring when a construction workers' strike stopped all building activity. Most coastal communities, too, had retail business retarded as the result of the long West Coast shipping strike.

White Goods Volume Normal. In most areas of the Far West, white goods moved at a pace considered by most observers as "seasonally normal," which places it above the below-normal of early summer 1951.

In northern California, western Nevada, refrigerator sales returned to normal after a discouraging Spring season for most dealers. Extensive promotion of low-priced models, offers of very-high trade-in allowances, and some dumping of 1951 stocks helped boost unit sales though there was little profit. Washing machine sales varied considerably by areas. In San Francisco, for example, sales of automatic washers dropped 12½ percent below the same month of 1951, while non-automatics increased 5 percent. During the same month, in the adjacent Peninsula and Santa Clara County area, automatic washer sales increased while non-automatics dropped. Noticeable in the Bay Area reports is the drop in sales of dishwashers and garbage disposal units, over 25 percent below 1951—directly attributed to the drop in new home construction during the building strike.

The Los Angeles area is the exception in the picture of white goods sales, with refrigerator, range and washer sales running below seasonal normal. However, there were two bright spots—freezers and dryers. Continued activity in food-freezer selling was responsible for most brands of freezers being in short supply. An intensive campaign by the Los Angeles Department of Water and Power resulted in a boom in dryer sales during what is considered a very poor period of the year.

Los Angeles—The Old Refrain. During the first week of August, a survey of appliance selling in the city and the surrounding communities of Los Angeles showed that the overall picture is one of seriously increasing price cutting, transshipment, discount houses and "buying clubs." These practices have reached an all-time high in what always has been an area rife with every form of trade diversion. The Electric League of Los Angeles held a general meeting in July to consider an educational program among dealers and distributors, but what effect such an action could have on a completely disrupted industry is questioned. While the league was planning such a program, two of the biggest discount houses received franchises for two of the largest selling full-lines of appliances and TV.

Those who still believe there is a future for legitimate appliance retailing in the Los Angeles area are now waiting to see the results of a test run—a large supermarket chain here is ready to set up a fully stocked appliance-TV department, to be operated as a concession just as its bakery and meat departments. The sales manager of one of the most successful appliance chains in the area has resigned to handle this concession.

Further south, San Diegans are sell-

INVEST $1.00 ...GET BACK $10.00 OR MORE

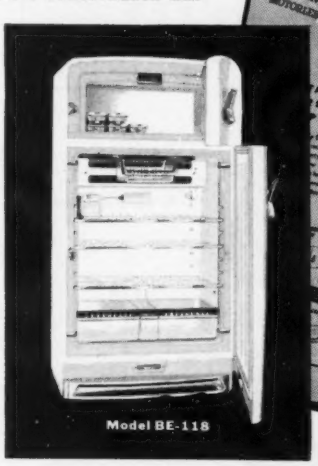
IN THE DEAL THAT'S TOPPLING OLD SALES RECORDS COAST-TO-COAST

Servel "10-TO-1 PAY-OFF" PROMOTION!

It's sure-fire in store after store! You offer $10 cash to put a Servel in the home for 10 days—and thousands of refrigerator prospects just can't say 'no'! You make up to $185 profit! And Servel insures your installation and delivery costs!

It's sales dynamite! You get interested prospects walking into your store! You get a powerful reason for the customer to act *now!* You put on a 10-day demonstration right in the customer's home — the *one* demonstration that closes 99 out of 100 sales! You trump competition's "no down payment" offers! You trade for less, because the customer's *already sold! You get $10 or more profit for every $1 you invest!* Cash in with America's *only* truly silent, motorless, vibrationless refrigerator—Servel!

CALL YOUR SERVEL DISTRIBUTOR NOW!





Servel

The name to watch for great advances in REFRIGERATION and AIR CONDITIONING
GAS • ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King St. W., Toronto, Ontario

AND NOW IT'S THE

"REAL DEAL"

FOR THE *One Minute* DEALER

Wise Dealers: You'll vote for these One Minute leaders. They head up the money-making ticket because of this three-point profit program.

1. **Their beauty sells them.**
2. **Their dependability keeps them sold.**
3. **You service less—profit more.**

The longer you look—the more you compare — the surer you'll be to take One Minute as your money-making, friend-making line.





One Minute builds five rugged and beautiful washer models. All have America's strongest, smoothest, quietest, most trouble-free gear. Inherit the active good-will of three generations of loyal housewives.

The NEW One Minute Dryer leads the parade in beauty and lasting performance. It's sturdily built and engineered to give your customers satisfaction.

One Minute De Luxe and Standard Drain Tubs in single and double models. De Luxe Double Tub finished in gleaming white Superclad enamel. Also, competitively priced, sturdy galvanized tubs. *Write or wire about them.*



One Minute WASHER COMPANY

APPLIANCE CRAFTSMEN SINCE 1898

KELLOGG, IOWA

The CAPTAIN wants to MEET YOU!

SEE PAGES 138 & 139



WRITE TODAY FOR PRICES

NEW HAVEN QUILT & PAD CO.

PADDED TV COVERS

Eliminate Damages

FOR ALL SIZE TV SETS



For

Combinations

Consoles

Table Models



COMBINATION: 41" H, 44" W, 27" D

CONSOLE: 40" H, 31" W, 27" D

TABLE MODEL: 24" H, 25" W, 25" 4

These waterproof covers completely cover all sets. Combination and console covers have a 2" web strap with adj. cadmium plated slide buckle, tie tapes at back. Table model has tie tapes at both sides.

NEW HAVEN QUILT & PAD CO.

America's Largest Pad Manufacturers

82-84 Franklin St. New Haven 11, Conn.

CONTINUED FROM PAGE 14

ing white goods at a level 10 to 15 percent above the same period of 1951. The future, too, looked pleasing as San Diego began to undergo another "swelling at the seams" as thousands of families flocked into the area to work in the jet-propelled aviation industries.

Conventions Boom TV. At least in the West, the political conventions gave retail sales of TV sets a profitable boost in every section where reception was possible. The Phoenix market had a 75 percent increase in TV sales in June-July, compared to the same two months of '51. Back of the spurt in sales was the first use of the coaxial cable to bring Phoenicians a live program from the East.

Also bolstered by association promotion, TV sales in San Diego rose 40 percent over the same period of 1951.

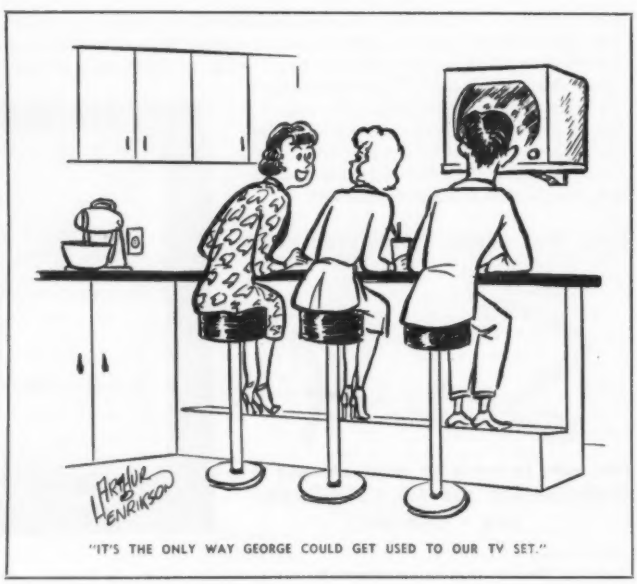
In Los Angeles, the interest in the conventions pushed TV sales to 25,240 units in June, compared with 12,379 in June '51. Sixty-three percent of the sales in June were in 19-inch or larger screen sizes.

TV dealers in Salt Lake City held open house for the public during the telecasting of the convention. Result —sales up 15 percent. Better business expected this fall when the two TV stations move from their present downtown locations to one of the nearby mountains.

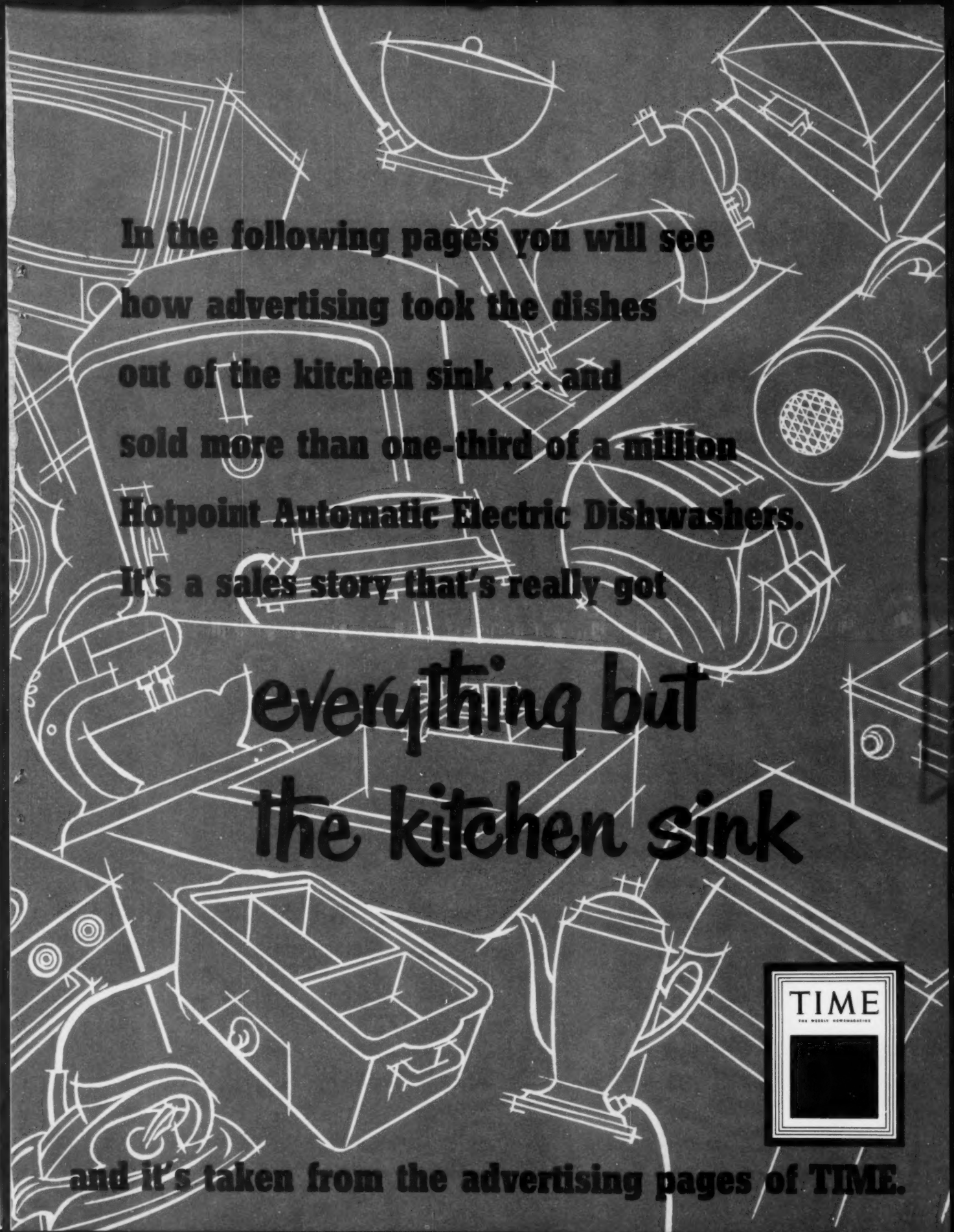
Most TV dealers in the San Francisco-Oakland Bay Area enjoyed healthy increases in set sales during June and July. June sales totalled 18,500, bringing sets-in-use to 413,500. While conventions were building TV business at retail level, three types of TV set merchandising made the news. Hoffman Radio Corp. reversed the trend, appointing McCormick & Co. as San Francisco distributor in place of previous factory sales branch. Belmont Radio Corp. announced set up of a concern linked with the factory, to handle all Belmont merchandising in the 11 western states. Earl W. Muntz, the "Madman", announced that he was invading the San Francisco area with an outlet where he planned to sell 15,000 to 20,000 sets a year.

Hot spot of western TV was a mile high in the Rocky Mountains where Denver's KFEL-TV went on the air 7 days after receiving a construction permit. It caught most of the industry momentarily off-guard, but well prepared for what is expected to be a $15,000,000 market for receivers during the next 12 months. Another potential multi-million dollar TV set market awaited the industry in teleblind Portland, Ore.

Ranges—On and Off. The reader can draw his own conclusions. Electric range sales were below normal in northern California and about level in the San Diego market, where combination utilities' seasonal promotion was on refrigerators and freezers. Sales were slow in Phoenix, too, where all interest was turned to TV. In Salt Lake City, however, electric range sales soared—as high as 20 ranges per dealer—during an IEA-Utah P&L sponsored electric range campaign. In British Columbia, where the utility and the distributors sponsored a program in which they shared the full cost of the trade-in, dealers moved 1405 electric ranges, with 557 involving the trade in of an old electric, gas, oil, coal, wood or sawdust range. And in El Paso, Tex., electric range sales were hitting a new high as the El Paso Electric Co.'s range-water heater campaign, operated as a competition between distributors, dealers and salesmen, neared closing. *End*



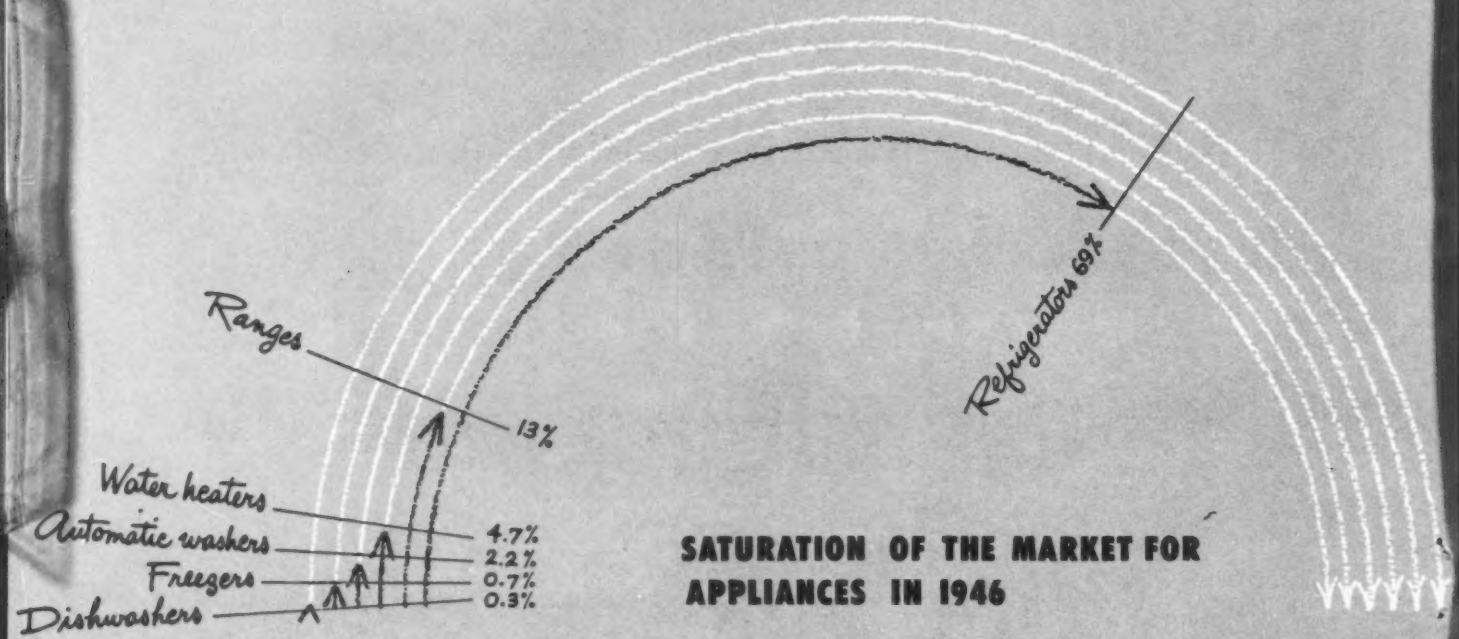
"IT'S THE ONLY WAY GEORGE COULD GET USED TO OUR TV SET."


In the following pages you will see
how advertising took the dishes
out of the kitchen sink . . . and
sold more than one-third of a million
Hotpoint Automatic Electric Dishwashers.
It's a sales story that's really got
everything but
the kitchen sink
TIME
THE WEEKLY NEWSMAGAZINE
and it's taken from the advertising pages of TIME.

The Hotpoint dishwasher had a big problem:

NO MARKET!

The electric dishwasher has been patented for nearly 50 years...
but up until 1946 sales were still pending.



SATURATION OF THE MARKET FOR APPLIANCES IN 1946

The chart above shows that six years ago Hotpoint's dishwasher was a product at the wrong end of the sales rainbow... an "unknown" appliance for which a market had yet to be built.

How did Hotpoint do it—in the teeth of tremendous pent-up post-war demand for new models of old established appliances?

How did Hotpoint increase sales over 700%? — — **What made Hotpoint so hot?**

First, *Hotpoint had to break down the housewife's 20,000-year-old habit of washing dishes by hand . . . then it had to build up the conviction that the convenience of electrical dishwashing was well worth the cost.*

Hotpoint's agency, Maxon, Inc., sized up the market, found:

They first had to reach the leaders in every community— people who take to new ideas quickly



. . . who also have money and are ready to buy the *latest* appliances because they already have all the older ones



. . . people who entertain often and can appreciate a mechanical maid to wash up after the party



. . . who influence others and give the kind of "free home demonstrations" that send guests out to buy for themselves.



Maxon further recognized that they had to sell husband and wife together . . . and neither last nor least, they had to overcome retailers' reluctance to pioneer a "new" appliance.

"We decided to go after all these objectives with one campaign,"

says the agency's president, Lou R. Maxon . . .

"and the one logical place for it was TIME"



In January, 1946, Hotpoint launched a frontal attack on its first, all-important market—with a campaign of 13 full-page, full-color advertisements in TIME.

In TIME alone.



CARTOONS BY TOP FUNNY MEN PRODDED AT THE BACKWARDNESS OF WASHING DISHES BY HAND.

RESULTS

COPY PLUGGED THE MANY ADVANTAGES OF AUTOMATIC DISHWASHING.

Soon after the campaign got under way, dealers reported that families were coming in asking to see "that Hotpoint dishwasher advertised in TIME."

It began to sell!

By 1948 Hotpoint could report that "More than 100,000 happy homemakers have discovered the convenience of the dishwasher."



RESULTS RESULTS



As the campaign continued, Hotpoint changed copy approaches and expanded its media to include service magazines and other weeklies.

But it never changed its overall strategy . . . nor TIME.

Hotpoint made continuing surveys of dishwasher buyers.

THEY FOUND THE MASS MARKET

FOLLOWS THE LEADER-READERS OF TIME



Almost nine out of ten dishwasher buyers had incomes over $6,000.

Husbands had a say in more than six out of every ten purchases.





75% of Hotpoint dishwasher family heads are leading business and professional men.



85% of Hotpoint dishwasher homes are valued at $10,000 or over.



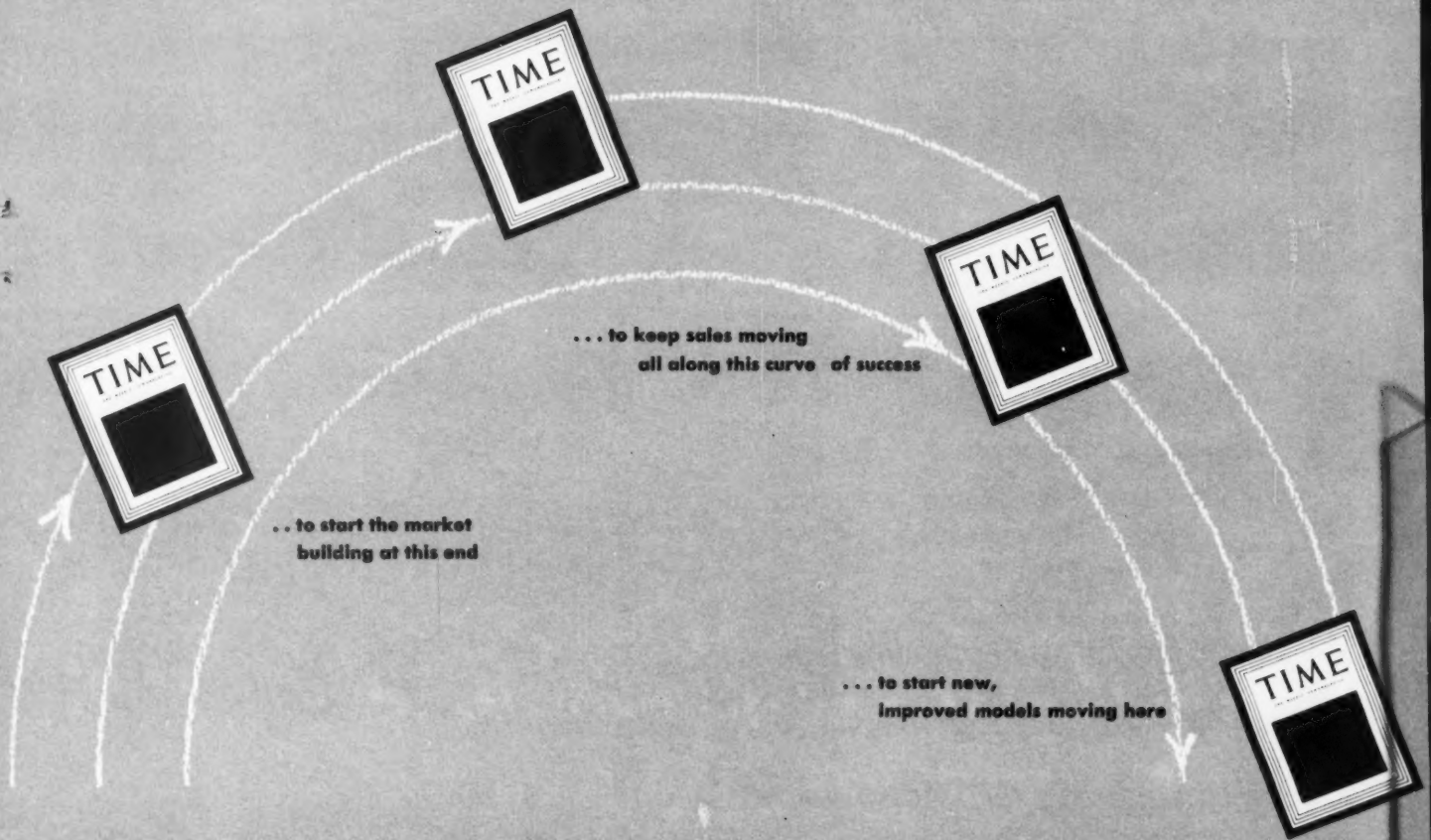
Three out of every four owners recommended Hotpoint to their friends . . .

and one out of every three recommendations resulted in a new dishwasher sale.



More than one out of every three Hotpoint dishwasher buyers is a regular reader of TIME.





Whatever the sales problem, TIME belongs all along this rainbow . . .



TIME to get it straight . . .

to the people who can put it across.



Is your market underdeveloped?

Are your prospects tied to other methods or other brands?

How can you win the leaders' market and the mass market too?

This story of Hotpoint advertising in TIME suggests a major answer for you. Leading appliance manufacturers are supporting their dealers with advertising in TIME— because advertising in TIME pays off.



Printed in U. S. A.

EYE APPEAL IS BUY APPEAL!



Magic Chef

gives you more in eye appeal and in sales features than any other range!

The glamorous new *Magic Chef* Golden Jubilee gas range has the smart good looks and clean lines that set it apart from other brands. It's *packed* with the kind of work-saving, time-saving features homemakers love: the kind that make them *buy!* Best of all, it carries the name *Magic Chef*, the name Mrs. America associates with rugged dependability and top performance. It's an attractive eyeful, this brilliant new Golden Jubilee, and its beauty is more than skin deep. Put one on your sales floor *now!*

There's strength in numbers when it's a

Magic Chef

GOLDEN JUBILEE GAS RANGE



Magic Chef, INC.
1641 S. Kingshighway • St. Louis 10, Mo.

(1) RED WHEEL REGULATOR
with Fenosil, for fail proof baking.

(2) SWING OUT BROILER
No stooping; protects against spatters.

(3) ONE-PIECE TOP BURNERS
Easy to remove; easy to clean.

(4) CONCEALED FLUE VENTS
Keep kitchen walls bright and clean.

(5) BACK PANEL LIGHT
Floods working top with soft illumination.

(6) OVEN GUIDE
Gives baking times and temperatures.

(7) ELECTRIC PLUG OUTLETS
One timed, for all counter appliances.

(8) MINUTE MINDER
Reminder for forgetful homemakers.

(9) AUTOMATIC LIGHTING
No more matches. No more stooping.

(10) GLASS OVEN WINDOW
Gives full view of perfect baking.

(11) STAY-LEVEL OVEN RACKS
No more spilling; dishes stay level.

(12) GOLDEN BACK PANEL
Gleams like a hand-rubbed nugget.

(13) "FIBERGLAS" INSULATION
Holds heat in range—out of kitchen.

(14) TITANIUM PORCELAIN ENAMEL
Lifetime finish; scratchproof and acid resistant.

(15) AUTOMATIC CLOCK TIMER
For stay-away baking; set it—forget it.

SELL



AMERICA'S FAVORITE...

FRI-WELL

It looks like Quality. It *is* Quality! That's why Fri-Well is America's favorite—and fastest-selling—automatic deep fryer. Just look at these Dormeyer features: Automatic Thermostat with the "Signaling Chef"... safe Drain-Away Faucet... higher wattage for quicker, more thorough cooking... big Family-Size capacity. Versatile, too! Ideal for soups, stews and casseroles. Yes, you'll profit by promoting America's Favorite... Fri-Well.



POWER-CHEF is a grinder-juicer-mixer. All accessories included at no extra cost. Built-in power drive—no awkward adapters. $46.50.



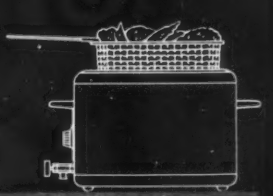
BLENDER has Hurricane Action—blends, liquefies, purees, whips, chops, grinds, shreds, grates or pulverizes in seconds! $34.95.



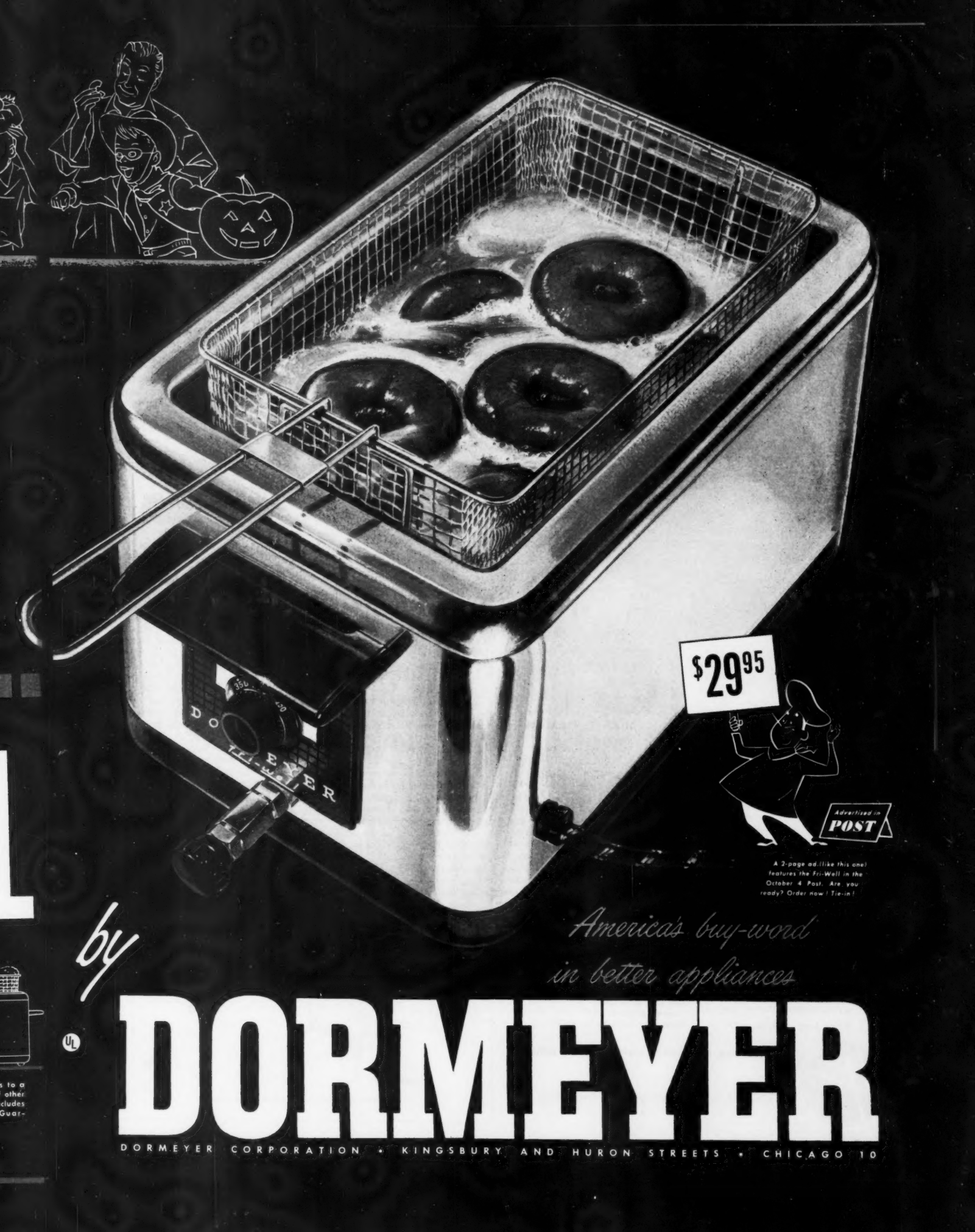
"DORMEY" portable mixer has a dial selector with *five* full-powered speeds. Full-size beaters with fingertip release. $19.95.



TOASTMAKER has *extra*-wide wells. Completely automatic. Chek-It Lever for two different shades of toast at one setting. $17.95.



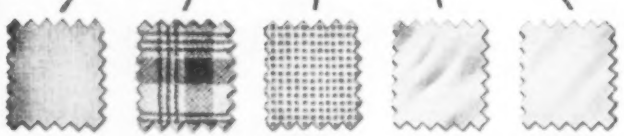
FRI-WELL deep-fries to a turn—and does lots of other cooking jobs, too. Includes new recipe book. Guaranteed. $29.95.


$29.95
Advertised in POST
A 2-page ad like this one features the Fri-Well in the October 4 Post. Are you ready? Order now! Tie-in!
by
America's buy-word in better appliances
DORMEYER
DORMEYER CORPORATION • KINGSBURY AND HURON STREETS • CHICAGO 10

The new **HOOVER IRON**
appeals to all women because it's

Safe and Sure for all fabrics





The over-size, easy-to-read, sure-set Hoover dial makes it easy for women to get what they want most in an electric iron—positive heat control for *all* fabrics—from filmy lingerie to heaviest linens or work clothes.

Then, when you point out these additional Hoover features you've sold another Hoover iron . . .

1. Hand fitting KOOLZONE handle with thumb-rest for easier, more comfortable ironing.
2. Low-angle bevel of sole plate slips under buttons and ruffles.
3. Wide heel-rest for solid, safe, no-tip support.
4. Extra long cord, mounted in rubber at base for flexing without fraying.
5. Heating element safely sealed against dirt and moisture.
6. Aluminum sole plate conducts heat *evenly* (no over-hot spots).
7. Choice of two perfectly balanced weights—light and medium.
8. Tested to 5000 hours of operation—equal to 19 years of home use.
9. Reliable. Customers know that Hoover service is always available in all parts of the country (no service problems for you).
10. A guarantee by The Hoover Company backs you up on every Hoover Iron you sell.

Sell this profitable, fast-moving Hoover product. Ask your distributor or write us for details.

HOOVER

THE HOOVER COMPANY, North Canton, Ohio

They'll be happier with a Hoover

ECONOMIC CURRENTS

Who Absorbs The Next Price Rise?

By McGraw-Hill Dept. of Economics

Military orders will get the first whack at the diminished steel supply, leaving electrical appliances and other consumer goods to put up with the shortages. Production of electrical appliances may run about 10% below scheduled output for lack of the right kinds of steel at the right time. This will cause some troubles to appliance manufacturers, but the situation will be fairly healthy for appliance dealers.

Appliance makers will face two main troubles. The first is trying to piece together normal production when their stocks of steel and steel parts will, for some months, be out of balance. The second question: Can and should the manufacturer pass on the increased cost of steel in higher prices for appliances?

The unbalanced inventories of steel do not concern the appliance dealer very much, except for some possible minor delays in delivery. The second question of increasing prices to cover higher steel costs is going to hit someone in the pocketbook.

HANDLING INCREASED COSTS

There are three main possibilities in the way increased steel costs may be handled:

1. The manufacturer may feel that the market is not strong enough to raise prices now and that to do so would damage his long-term competitive position. If this is the decision, the manufacturer would tend to absorb the increased cost of steel. Then his own pocketbook, or profits, would take a beating.

2. The manufacturer may mark up the price of appliances in line with new costs, and the dealer may then find that the consumer will not pay higher prices. The dealer's margin then is the thing that gets hit.

3. A price mark-up may be passed on like a breeze by both the manufacturer and the dealer. The consumer pocketbook then will suffer.

In this game of button-button-who's-got-the-button, we would like to know: Who is going to get stuck? To try to get at this important answer, we will have to look more closely at the consumer's demand for appliances. We know that the supply of appliances will be lower than at any time during the past year, both because inventories are worked down and because production during the next few months will be held down by lack of material. The big question, then, is whether the desire to buy is so strong in relation to the somewhat smaller supply of appliances that consumers will be willing to pay higher prices.

The answer would seem to be that the consumer demand for appliances is fairly strong, but the consumers are not in a position to pay higher prices without cutting down volume.

CONSUMERS ARE WILLING

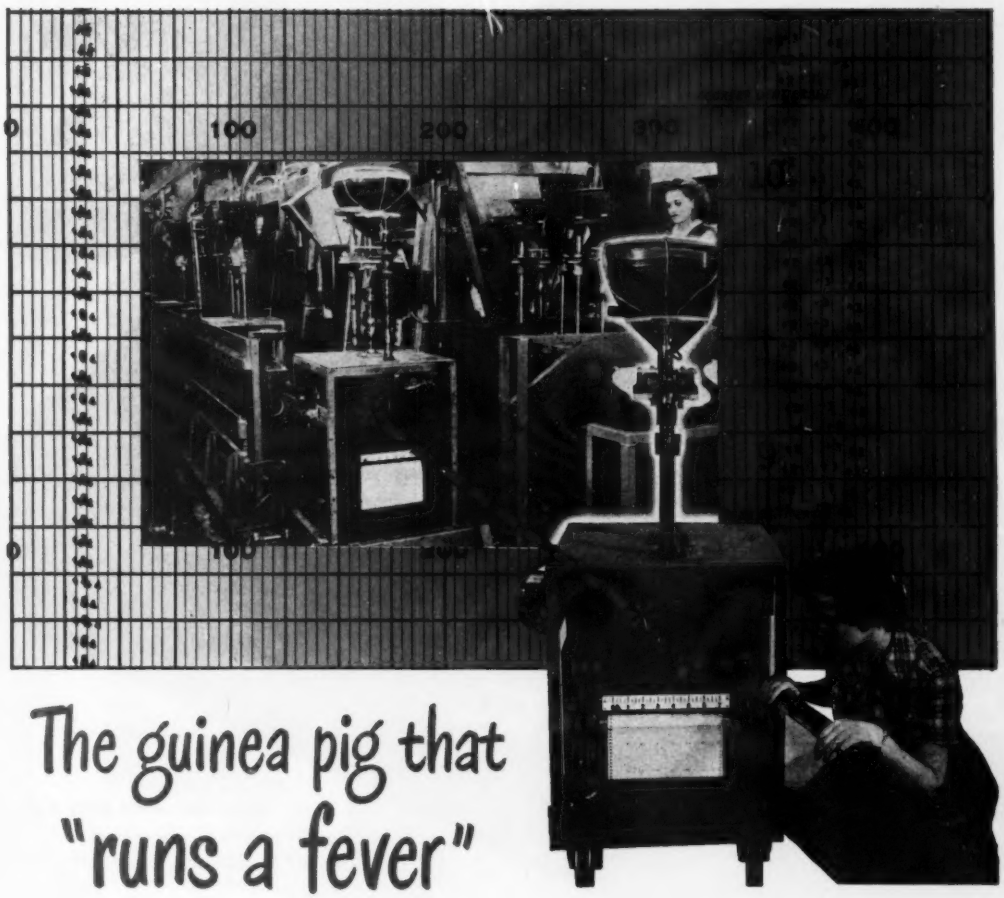
A study released recently by the Consumer Research Center, University of Michigan, shows that consumers feel more willing to buy than they did last January. The key fact is the rise in the number of people who think that now is a good time to buy. A year ago only 25% of consumers surveyed thought it was a good time to buy. By January of this year the figure was 30%, now it is up to 33%. This percentage is by no means a rousing majority, but it does show consumers have a perkier buying interest. Perhaps an even more important finding, there has been a marked decline in the number of people complaining about prices.

A second encouraging fact is that consumers are willing to spend a large portion of their new income. Consumers are now spending $1.80 for every dollar of added income they

(*Continued on* page 32)



"YOU WERE MAGNIFICENT IN DEFEAT, McMURGUL!"



The guinea pig that "runs a fever"

to bring you better picture tubes

In the straight-line exhaust systems used at RCA picture-tube plants, each picture tube rides through a long oven on its own "exhaust cart." As the tube passes through this oven, the envelope is freed of gas by baking it at high temperatures.

These high temperatures must be carefully controlled for each picture tube type, and held to rigidly prescribed limits, in order to avoid setting up harmful strains in the glass, especially at the faceplate and wall of the tube.

Here is where the "electric guinea pig" comes in. The "guinea pig" actually consists of a sample tube, with five thermocouples attached to its outside surfaces. These thermocouples are connected to an instrument known as a recording pyrometer. At intervals during the day, this "guinea pig" travels through the oven, and emerges with a complete and accurate "fever chart" for the particular tube type in production. In this manner, temperature deviations are quickly spotted . . . and promptly corrected.

This is another example of the care exercised in the manufacture of RCA picture tubes. Through constant vigilance, RCA closely guards its own reputation for quality . . . *and yours as well.*



With RCA Receiving Tubes, as well as RCA Kinescopes, TOP-QUALITY CONTROL makes the difference.

TMKS. ®

RADIO CORPORATION of AMERICA

ELECTRON TUBES — *HARRISON, N.J.*

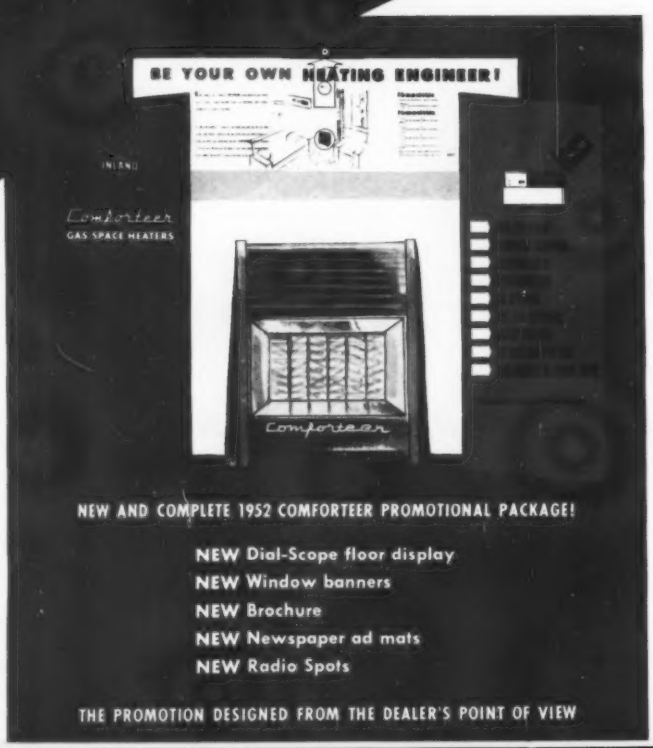


FOR FASTER, EASIER SELLING unique Dial-Scope Display enables customer to select the right Comforteer model for every need

Turn "cold" prospects into sold customers fast!

Comforteer

INLAND GAS SPACE HEATERS



NEW AND COMPLETE 1952 COMFORTEER PROMOTIONAL PACKAGE!

NEW Dial-Scope floor display
NEW Window banners
NEW Brochure
NEW Newspaper ad mats
NEW Radio Spots

THE PROMOTION DESIGNED FROM THE DEALER'S POINT OF VIEW

Give 'em what they need . . .

These 8 Comforteer gas heaters will "close" 9 out of 10 customers! Comforteers are carefully designed to give quick, evenly distributed heat—more warmth per BTU input. Comforteers are decorator styled, have porcelain or baked synthetic finishes that will not fade or deteriorate. Comforteer first cost is low. Comforteer operational cost is low, saving money in fuel and maintenance. Comforteers meet AGA approval to operate at peak efficiency on any of the four types of gas. Special controls (inexpensive and easy to install) give Comforteers completely automatic operation.

Make it easy on yourself . . .

The Comforteer line simplifies inventory—saves valuable floor space—simplifies buying. Comforteer is a fast turnover line, because it's a low price line. Great for price promotions. Priced to cut sales resistance—yet you make your regular profit.

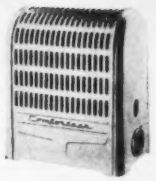
The name of Comforteer's manufacturer—Inland—is a further guarantee of highest quality and dependability.

Have a NEW selling idea . . .

Room-Engineering is the Comforteer idea that makes it easy for you to quickly and accurately give the customer the right heater *for any area*. Room-Engineering gives you the opportunity to make multiple sales in the same household.

The *Room-Engineering* idea sells itself with Comforteer's exclusive Dial-Scope Display

Like having an extra salesman in your store! Dial-Scope pre-sells with *Room-Engineering*. The customer just dials—and the right Comforteer model for every specific heating problem appears. (Each Dial-Scope display is designed for the geographical heating needs of your location.)



COMFORTEER No. 112-113-C
Unvented circulator, 12,000 BTU. #112 in white or brown porcelain enamel. #112-C in Brown "Hi-Bake" enamel.



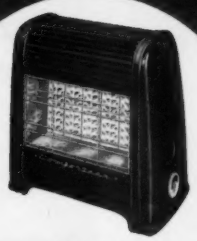
COMFORTEER No. 1025
Unvented circulator, 25,000 BTU. Brown porcelain enamel.



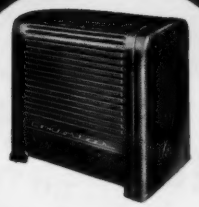
COMFORTEER No. 1125-S
Unvented circulator, 25,000 BTU. Brown "Hi-Bake" enamel.



COMFORTEER No. 218-S
Unvented radiant-circulator, 18,000 BTU. Brown "Hi-Bake" enamel.



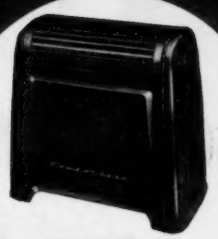
COMFORTEER No. 1225-S
Unvented radiant-circulator, 25,000 BTU. Brown "Hi-Bake" enamel.



COMFORTEER No. 118-S
Unvented circulator, 18,000 BTU. Brown "Hi-Bake" enamel.



COMFORTEER No. 135-S
Unvented circulator, 35,000 BTU. Brown "Hi-Bake" enamel.



COMFORTEER No. 320-S
Vented circulator, 20,000 BTU. Brown "Hi-Bake" enamel.

A SUBSIDIARY OF INLAND STEEL COMPANY

INLAND STEEL CONTAINER COMPANY

6532 South Menard Avenue, Chicago 38, Illinois

***Plant at* New Orleans • *Warehouse Stocks at* New Orleans, Chicago, Jersey City, St. Louis, Kansas City (Mo.)**

What a profit-making pair!

THE IDEAL COMBINATION FOR TV DEALERS

ALLIANCE
TENNA-ROTOR
THE TV
ANTENNA ROTATOR
FOR V.H.F.
FOR U.H.F.



Model HIR

ALLIANCE TENNA-ROTOR is the proved favorite antenna rotator! Has outsold every other TV accessory. Tops for highly directional U.H.F. So when you sell 'em Tenna-Rotor, they're ready for tomorrow! Model HIR is fully automatic. Set it and forget it!

ALLIANCE
CASCAMATIC
THE AUTOMATIC
TV BOOSTER



ALLIANCE CASCAMATIC, the new automatic TV Booster. Uses the famous "California Circuit." Pre-tuned to all channels. Mounts on back of set, out of sight. Easily installed by anyone. Adds three tubes to set—steps up both picture and sound—gets more distance.

SOLD THE MOST BECAUSE THEY'RE SEEN THE MOST!



CUSTOMERS SEE 'EM ON TV... SEE 'EM IN NEWSPAPERS

This Fall selling Alliance TENNA-ROTORS and Alliance CASCAMATIC is a cinch! Millions of people will continue to see convincing TV demonstrations and newspaper advertising . . . powerful selling impressions that deliver that impulse to buy. It pays to display Alliance products because they're seen the most and sold the most.

THE ALLIANCE MANUFACTURING COMPANY

Alliance • Ohio

Economic Currents

CONTINUED FROM PAGE 28

have coming in. This ratio of spending to new income has often been a good indicator of consumer behavior and intentions in the past. The present spending ratio is very high. Consumers are really piling up their spending at a faster rate than their income. This means, of course, that they are saving less.

These facts indicate that the consumer is willing to buy, and is willing to save less in order to do so. But one trouble is that consumers do not have the income to go on any big splurge. Personal incomes rose strongly in 1950 and 1951, but now incomes have flattened out.

True, the consumer could go into debt more to buy appliances and other goods. But, unfortunately, consumer installment debt already stands at an all-time peak of $20.7 billion, almost a billion dollars more than after the scare buying rush of early 1951. Consumers are likely to be reluctant about going much more heavily in debt unless they also see a healthy rise in their incomes ahead. The prospects are for a gradual rise in income until mid-1952, but not at the rate of 1951. This is probably not enough to bring any big expansion in credit buying.

The consumer demand situation adds up to a fairly strong willingness to buy, but a fairly modest ability to expand buying very much more. What is likely to be the appliance price policy in this situation?

This is purely a guess, but the logical result would seem to be this: The appliance makers are faced with higher costs. They had been planning new models with some price cuts for fall. They can see that consumer demand is picking up, but they can figure out it is a limited demand. Further, they know that the supply of appliances will only be held back temporarily by the steel situation. Consumers also know that any tightening up of supply is temporary, so they can always wait if prices seem too high.

PRICE REDUCTIONS UNLIKELY

Result: We would guess appliance manufacturers will probably not press for higher prices, but may hold off any planned price reductions. Price increases could only be passed along temporarily. The competitive disadvantage of higher prices could be serious later on. Appliance dealers will face a fairly steady demand of consumer buying. Dealers will benefit somewhat from the smaller supply of appliances and are likely, with effort, to sell what they have. Price cutting will diminish, at least for a while. Dealers will maintain their margins more satisfactorily than during the past year. In short, most cost increases will be absorbed by manufacturers; and consumers will continue to buy at a steady rate, at about present to slightly rising levels.

End

Now UNIVERSAL presents

Miss Elsa Maxwell

internationally famous party-giver and world authority on entertaining



to help you sell the

Cook-a-matic

Universal's versatile combination grill and wafflemaker



join the *Cook-a-matic*

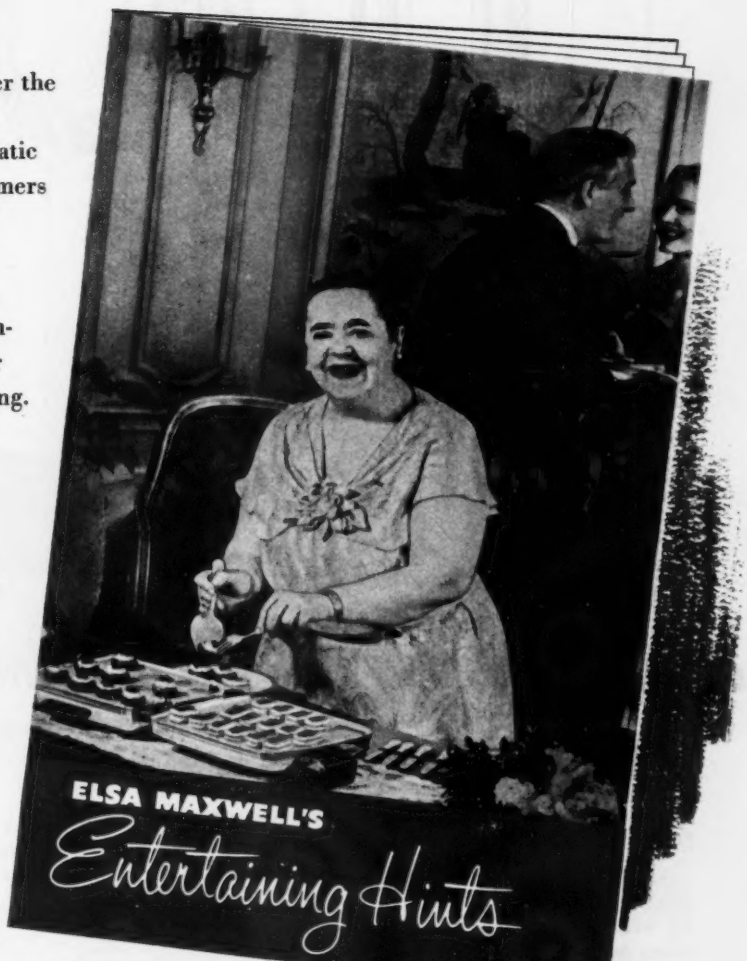


HERE'S YOUR
4-Color Display
. . . reprinted from the striking color page in HOLIDAY Magazine

It's another FIRST for America's preferred line of Electric Housewares!

Party with Elsa Maxwell

MISS ELSA MAXWELL, known all over the world for her originality in party giving now recommends the Universal Cook-a-matic for entertaining convenience. Your customers will be reading about how Elsa Maxwell uses the Cook-a-matic at *her* parties . . . about her special recipes that she makes right at the table. Cash in on the tremendous interest this campaign will have for every woman who wants easier entertaining.



Your Customers will be clamoring for this *Wonderful Book*

Every woman will want "Elsa Maxwell's Entertaining Hints" when she reads about it. This new book by the world-famous personality is complete with her recommendations for successful entertaining, exciting new European recipes . . . games and party ideas.

You Can Offer It *Free*

Build store traffic by offering this interesting new book to your customers. It will bring women right to your Cook-a-matic display. Watch it pay off in sales and profits.

SEE YOUR DISTRIBUTOR TODAY!

With each purchase of two Universal Cook-a-matics, you'll get a beautiful, full-color display card *and* 5 copies of Elsa Maxwell's book on entertaining. And don't miss Coronet Magazine's big window display contest . . . OVER $1200.00 IN PRIZES

National Ads Cover the Market!

Starting with a four-color page in HOLIDAY, Elsa Maxwell and the Cook-a-matic will be seen in a full campaign covering the top national magazines. Watch this world-famous personality build extra sales . . . easier sales for you and Cook-a-matic.

UNIVERSAL

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

There's an easier way to close the deal...



emphasize the "DULUX" finish

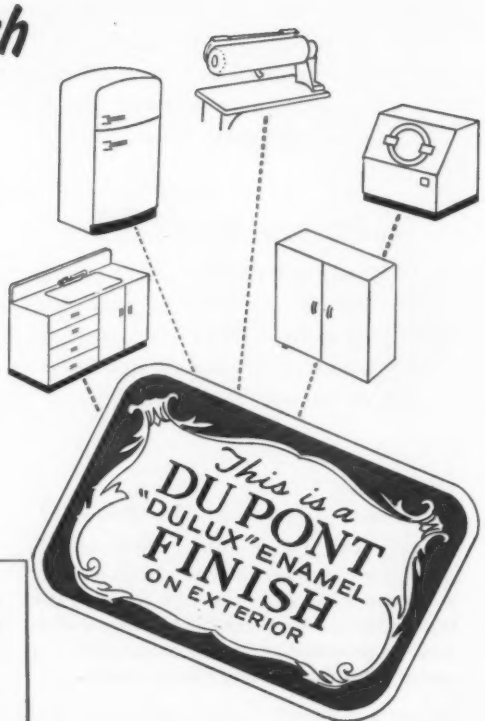
REG. U. S. PAT. OFF.

Don't break yourself up with tricky demonstrations! When a shopper chills the wind-up of your sales story with an icy stare, don't stop cold! Thaw her out by mentioning that the appliance is finished with Du Pont DULUX Enamel.

Sales-wise dealers point out how easy it is to keep DULUX always sparkling and clean. It will resist marring, scratching and *stay* gleaming white—eye-catching in the kitchen for years! And DULUX comes from Du Pont laboratories along with many other widely respected, high-quality products.

Does this wind-up work? DULUX has helped sell over 25,000,000 refrigerators and hundreds of thousands of other home appliances—unquestionable proof of DULUX acceptance!

So, feature the finish when you sell, it's the easier way to close the deal!



DU PONT
REG. U. S. PAT. OFF.
150th Anniversary
Better Things for Better Living through Chemistry

DULUX enamel
REG. U. S. PAT. OFF.
America's leading home appliance finish
CHEMICALLY ENGINEERED TO DO THE JOB BETTER

more, more, more



America's Biggest Seller for a Lifetime of Beautiful Floors

Record-breaking advertising this Fall stressing "all-round-the-house" uses means more demand than ever for the

VERSATILE

REGINA

TWIN-BRUSH

Polisher AND Scrubber

MORE ADVERTISING! Powerful full-page color advertisements — September through December — in Life, McCall's, American Home, House Beautiful, Woman's Day, Family Circle, Sunset Magazine and Ebony — 21 million circulation, 63 million readers!

MORE DEALER HELPS! Everything's new — mat service to help you tie in with local advertising, displays, eye-catching mobiles, envelope stuffers . . . and "The Story of a Modern Cinderella," a truly new and fresh approach in a counter giveaway booklet.

MORE REASONS TO BUY! Wide variety of uses gives the Regina broader sales appeal . . . gives you more to talk about! So versatile, it scrubs and polishes all types of floors . . . buffs table and desk tops, kitchen counters, fireplace brick and tile, play-room walls . . . dry cleans and waxes at the same time . . . sands traffic spots.

MORE PROSPECTS! No other appliance has such a large and ready market. Here's your chance to feature Regina, America's No. 1 polisher — in *name . . . advertising . . . performance . . . trouble-free service . . . value.*

RECONDITIONING KIT (extra equipment) — Natural sales companion to the Regina Twin-Brush Polisher

ACT NOW—*Mail This Coupon For Your Share of MORE Regina Profits!*

USE THIS COUPON

THE REGINA CORPORATION, Rahway 11, N. J.
Please send:

- ☐ Name and address of distributor for my territory
- ☐ Regina Polisher dealer helps

STORE NAME_____

ADDRESS_____ ZONE____ STATE_____

SIGNED_____

In Canada: Gelling Industries, Ltd., Welland, Ontario

ALSO PRODUCERS OF INDUSTRIAL TWIN-BRUSH FLOOR MACHINES

Better See



The Standout Franchise In All Television—

For Bigger Profits . . . Bigger Sales

Every month more and more dealers coast-to-coast acclaim the Motorola franchise as one of their most valuable assets.

It is their guarantee of the very latest in engineering—year after year, they have seen Motorola lead in new, revolutionary electronic developments; have seen others imitate and follow. It is their guarantee of a fast-moving, years-ahead line that combines quality, attractive pricing, dependability, and national recognition. Write for details.

Motorola, Inc.
Chicago 51, Ill.

A new kind of picture . . . new life for TV sales! It's all there in the new 1953 Motorola Line, the line with the revolutionary, exclusive *Standout Picture!*

A host of brand new or improved features are aimed right at your "hold out" customers, pointed squarely at replacement and second set sales. New, patented, simplified circuits, more powerful, more dependable, save on electric power consumption. UHF covered from every angle. New stylized, contour molded bezel sparks up design and appearance. Amazing new "SABRE JET" Tuner improves picture clarity. These and scores more . . . truly the standout line for a sell-out season!

31 beautiful models

Motorola TV

with the sensational "NEW DIMENSION"

Standout Picture

That brings the action into the room—



1 **NEW "FORWARD MOUNTING"**

Brings tube face up front so it stands out from set . . . projects shadow-free picture forward into the room.

2 **"NEW DIMENSION" CYLINDRICAL TUBE**

Optically curved side to side for clearest, sharpest, most realistic picture in television.

3 **NEW BUILT-IN "LIFETIME FOCUS"**

New Motorola-pioneered electrostatic tube is permanently set for razor-sharp pictures.

4 **NEW IMPROVED "GLARE GUARD"**

Tube and Dustite Safety Glass tilted at the precise optic angle to eliminate all glare and reflections.



Bonded All Channel UHF

Built-in provisions for 70 Channel UHF. Installed locally or at factory. Exclusive Gold Bond for future installation.



Area Selector Switch

Adjusts pull-in power for perfect picture regardless of miles . . . provides increased sensitivity for fringe area customers.



One-Knob Tuning with New "Channel-light"

Two simple controls. Channel numbers lighted for quick selection even in the dark.

And many other new features that will Make Sales

—all priced competitively!

Easy does it...

10 timely plugs for you...



Four full-color pages in the September COMPANION pre-sell 10 work-saving appliances in the feature article . . . "It's Easier On You."

And because the COMPANION shows so *many* women how to live better with less work—big *reader* traffic becomes big *store* traffic for you!

It's timely . . . it's in COMPANION

The Crowell-Collier Publishing Company · Publishers of Collier's, The American Magazine, Woman's Home Companion

ALREADY PRE-SOLD

Get a running start by featuring electrical appliances advertised in the September COMPANION. Check below the merchandise that you carry—then cash in on the COMPANION'S No. 1 editorial boost!

- Admiral Dual-Temp Refrigerator
- Bendix Home Appliances
- Cadillac Vacuum Cleaners
- Casco Steam & Dry Iron
- Domestic Sewmachines
- Filter Queen
- Frigidaire
- Frigidaire Electric Ranges
- General Electric Steam & Dry Iron
- General Electric Visualizer Iron
- General Electric Washers & Ironers
- Hollywood Combination Broiler-Grill
- In-Sink-Erator Electric Food Waste Disposer
- Mirro-matic Electric Percolator
- Osterizer Liquefier and Blender
- Presto Automatic Fryer
- Sunbeam Coffeemaster
- Sunbeam Mixmaster
- Universal Stroke-Sav-r Iron
- Westclox Electric Clocks
- White Sewing Machines
- Youngstown Kitchens Electric Sink

Rauland Tubes give you a prettier profit picture



Rauland picture tubes are first choice of an ever growing number of service dealers and men. First, because of the completeness of the Rauland replacement line.

Second, because you get the benefit of acknowledged leadership in picture tube engineering. Rauland research has developed more picture tube improvements since the war than any other company.

You get quality you can count on, too. Rauland production employs machines unique in the industry —many of them designed by Rauland engineers and built in Rauland's own plant.

And finally, you get assurance of customer satisfaction beyond what any other line can give you. Installation and adjustment of Rauland tubes is faster and better. The Indicator Ion Trap gives you the surest known protection against ion burn and shortened tube life.

Specify Rauland—deliver Rauland—and assure yourself of pleased picture tube customers.

THE RAULAND CORPORATION

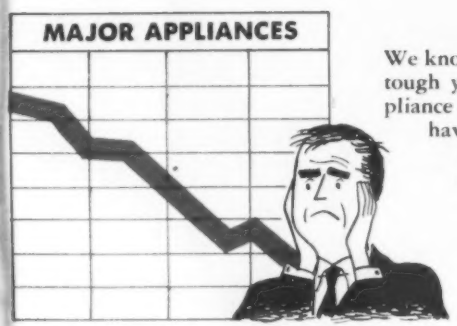
Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS

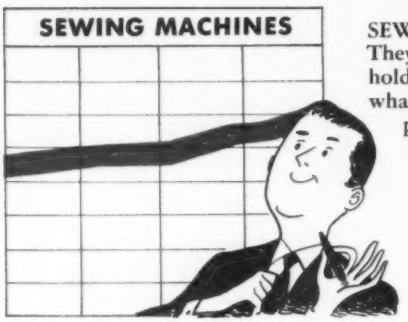
The HOTTEST thing in electrical Appliances—

...SEWING MACHINES!





We know it has been a tough year—major appliance sales in general have been slipping. *But there's one very important and startling exception...*



SEWING MACHINES! They've been *more* than holding their own. And what is even more important—*every indication from every source shows that sewing machines are just at the beginning of a big* BOOM!

A tremendous, mushrooming market, Right Now!

Sewing machine sales must be secret (so are ours)...but over *2 billion* yards of fabric were sold last year, more than *180 million* patterns! This year's figures show an even greater increase. Just *one* indication of a history-making boom!

It's the hottest *replacement* market in history. More than *15 million* of the sewing machines now in use are more than 15 years old!

It's the hottest *new* market in the field! 9 out of 10 women now sew or want to. They're going to dealers right now. And on top of that...

There's a *giant* market coming up! More than 50,000 qualified home economics teachers are now teaching sewing to more than *3 million* students each year! "Our courses are crammed with students...it is an amazing phenomenon," they say.

These are the late-teeners who definitely influence the home purchase of this particular appliance. These are the late-teeners who are getting married by the hundreds daily ...and buying sewing machines for their new homes.

You're missing the boat—actually losing customers for other appliances as well—if you aren't handling sewing machines right now. And the longer you wait, the more you'll lose.

Easy to Demonstrate!

Women don't trust other women to tell them about the mechanical high quality of anything. That goes for sewing machines, just as much as for refrigerators and stoves. She wants to buy from you, not from "Sister Sue."

It is easy to demonstrate a sewing machine — the mechanical perfection of the stitch, the attachments. You don't have to be a dressmaker to sell sewing machines any more than you have to be a cook to sell stoves. It's a man's selling job, like any other major appliance...and it's the hottest electrical appliance in the field today.

There's every reason to get in on it NOW!..

The HOTTEST thing in Sewing Machines

Free-Westinghouse and NEW HOME



How come? One reason, they're the finest machines on the market. But even more important—breaking within *weeks*—but top secret right now—is the *biggest, most dramatic national advertising promotion* in appliance history! A promotion that has never been seen before. A promotion that has *everything*. It has can't-fail fascination for your prospects. It's loaded-for-bear with foolproof hard sell for you. It's a *double* promotion, to put every last ounce of selling weight behind *both* great machines—yet it is keyed to the individual needs of individual Free-Westinghouse or New Home dealers. Which line should you handle? The line that's hottest in your area—*surest* to bring you the kind of top profits we *know* are going to come rolling in. But act *now!* You *need* our sewing machines!

SO YOU WON'T BE SENDING YOUR CUSTOMERS ACROSS THE STREET

...every fact shows she's going to buy a sewing machine. If she goes to "Joe" for it—then she's his customer for other appliances as well.

SO YOU WON'T BE MISSING THE TOP VALUE-PRICED SEWING MACHINES

...every fact also shows today's women have to be value-minded. Free-Westinghouse and New Home machines are priced from $5 to $90 below competition. They are sure fire, value for value. And what is more—on any leader—you, as our dealer, always get full profit.

Get on the Bandwagon!

Keep your customers on *your* side of the street—sell the finest American-made sewing machines at value prices below competition — and start *now*, while you can still get in on the most sensational, hard-pulling promotion that ever hit the field! A promotion that is only the beginning of hard-hitting, year-long advertising support! Mail the coupon today...we'll get all the information you need to you *at once!*

Send this today! Complete Facts Rushed to You Immediately!

FREE SEWING MACHINE CO.
336 NORTH FOOTHILL ROAD · BEVERLY HILLS, CALIFORNIA

FREE SEWING MACHINE CO.
336 North Foothill Road, Dept. M-92
Beverly Hills, California

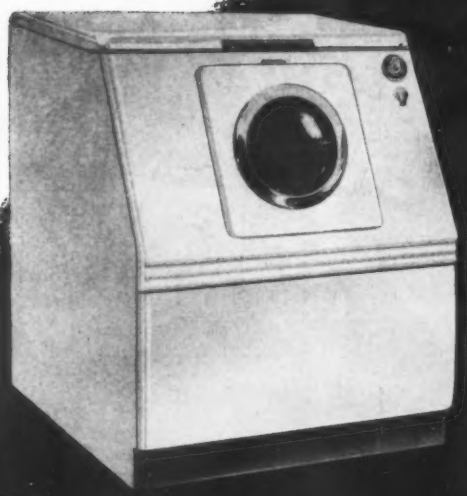
I want to handle Sewing Machines *pronto*. Rush me facts about the machine I have checked below. Tell me how to get in on the biggest appliance promotion in America today!

☐ Free-Westinghouse ☐ New Home

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____



Westinghouse®

gives new customers

a chance to learn about

wonderful **calgon**®

Delivered

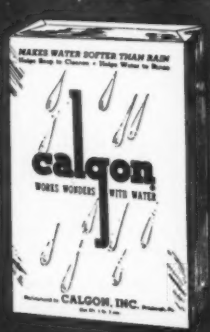
with every

WESTINGHOUSE

LAUNDROMAT

a sample of

CALGON



WRITE FOR LITERATURE ON CALGON

Calgon helps to make clothes lighter, whiter, cleaner . . . and keeps the machine clean at the same time.

So Westinghouse along with other leading washer makers... recommends CALGON with every washer it sells!

There's a big potential market for CALGON. Initial tests lead to consumer acceptance and repeat sales.

Customers of Westinghouse and other washing machines WANT CALGON! Make it easy for them to get it—at YOUR STORE!

BOOST YOUR SALES!

MAKE EXTRA PROFITS!

★ STOCK CALGON!

★ DISPLAY CALGON!

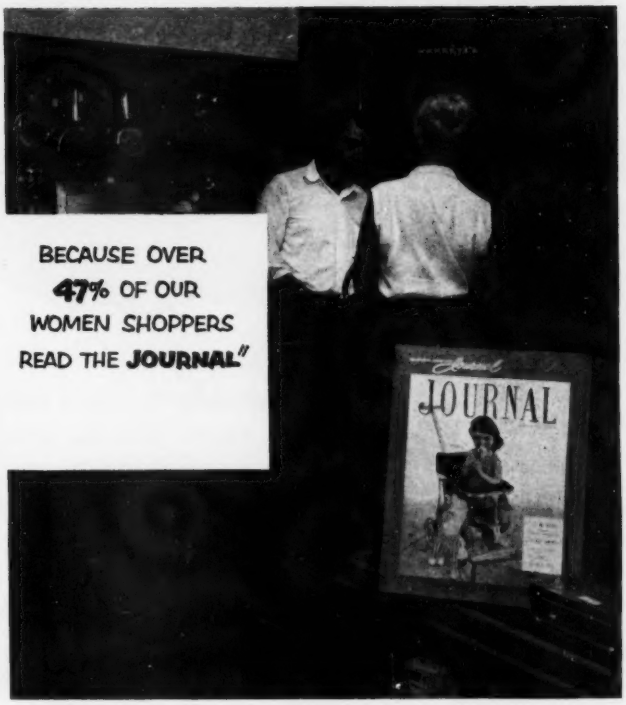
★ GIVE CALGON EYE-LEVEL SHELF-SPACE!

CALGON, INC. HAGAN BUILDING, PITTSBURGH 30, PA.

Charles Forsdick, **PRESIDENT OF**
Fisher-Forsdick, **STAMFORD, CONN., SAYS:**



"IT'S GOOD BUSINESS TO FEATURE **JOURNAL** ADVERTISED PRODUCTS...



BECAUSE OVER **47%** OF OUR WOMEN SHOPPERS READ THE **JOURNAL**"

More than 4,700,000 women read the Journal every single month of the year... Consequently, Journal *pre-selling power is unmatched!* Proof in point: in a nationwide survey of 70,012 women shoppers, 47.7% stated they read the Journal. The survey included 2,885 interviews in electrical appliance stores.

Journal PROFIT MAKER QUIZ:

All of these products are advertised in the Journal. You profit most if you carry, display, and feature them. What's your score?

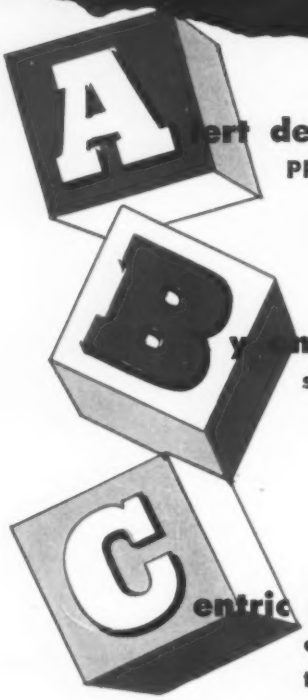
AIR-WAY Sanitizer Vacuum Cleaner
AMERICAN BEAUTY Electric Iron
ARVIN Automatic Toaster
ARVIN Electric Irons
ARVIN Lectric Cook
BENDIX Washers, Dryers and Ironers
BROIL-QUIK Broilers
CALORIC Gas Ranges
"COMPACT" & "REVELATION" Cleaners and "POLISH-AIRE" Polisher
COOLERATOR Freezer
COOLERATOR Ranges, Refrigerators and Freezers
COOLERATOR Refrigerators
DEVILBISS Vaporizers
DOMINION Appliances
DORMEYER Appliances
DULANE FRYRYTE Deep Fryer
EASY SPINDRIER
ELECTRESTEEM Vaporizer, Portable Steam Radiator ELECTRESTEEM Baby Bottle Warmer and ELECTRESTEEM Baby Bottle Sterilizer
FARBERWARE Automatic Percolator Robot
FARBERWARE Stainless Steel Cooking Ware
FEDERAL VOGUE Enameled Ware
FEDERAL VOGUE Roasters
FLETCHER'S CAN-WELL Canner
FLETCHER'S ROASTWELL Roasting Pan
FRIGIDAIRE Automatic Dryers
FRIGIDAIRE Automatic Ironers
FRIGIDAIRE Automatic Washers
FRIGIDAIRE Refrigerators
FRIGIDAIRE Washers, Dryers and Electric Ironers
G-E Automatic Toaster
G-E Automatic Washers
G-E Light Bulbs
G-E Refrigerator-Food Freezer Combination
G-E TRIPLE-WHIP Mixer
HAMILTON BEACH Mixer and Mixette
HARDWICK Gas Ranges
HOLLIWOOD Barbecue Broiler
HOTPOINT Automatic Dishwasher
HOTPOINT Electric Ranges
HOTPOINT Refrigerators
INTERNATIONAL HARVESTER Freezers
INTERNATIONAL HARVESTER Refrigerators
JOHNSON'S Wax Electric Polisher and Paste Wax
KITCHENAID Dishwashers
KITCHENAID Food Preparer
LEWIS Stainless Cookware
MAGIC CHEF Gas Ranges
MAYTAG Washers and Gas Range
MET-L-TOP Ironing Table
MIRRO Aluminum Baking Pans
MIRRO Aluminum Utensils
MIRRO-MATIC Electric Percolator
MURRAY Gas and Electric Ranges
PERFECTION Gas Ranges
PFAFF Sewing Machines
PHILCO Electric Range
PRESTO Cookers
PRESTO DIXIE-FRYER
PRESTO VAPOR-STEAM Iron
REVERE WARE
RID-JID Ironing Tables
RIVAL STEAM-O-MATIC Steam and Dry Iron and CAN-O-MAT
SETH THOMAS Clocks
SEWMOR Sewing Machine
SHETLAND Polisher & Scrubber
SILEX Steam Iron and Coffeemaker
SUNBEAM COFFEEMASTER
SUNBEAM IRONMASTER
SUNBEAM MIXMASTER
SUNBEAM Toaster
TAPPAN Gas Ranges
UNIVERSAL COFFEEMATIC
UNIVERSAL STROKE-SAV-R Iron
VERPLEX Lamps and Shades
VIKING Sewing Machines
VORNADO TURN-ABOUT Window Fan
WEAR-EVER Aluminum Coffee Makers
WEAR-EVER Aluminum Cooking Utensils
WEAR-EVER Aluminum Roasters
WEAR-EVER Coffeemaker and WEAR-EVER Sauce Pan Set
WESTCLOX Electric Alarm Clocks and Travalarm
WESTCLOX Electric Clocks
WESTINGHOUSE FROST-FREE Refrigerators
WESTINGHOUSE Iron
WESTINGHOUSE LAUNDROMAT
WESTINGHOUSE Light Bulbs
WESTINGHOUSE ROASTER-OVEN
WHIRLPOOL Automatic Washer
WHIRLPOOL Automatic Washer & Dryer
WHITE Sewing Machine
YOUNGSTOWN Dishwasher
YOUNGSTOWN Kitchens
ZENITH Television



Ladies' Home **Journal**

MORE WOMEN BUY THE JOURNAL THAN ANY OTHER MAGAZINE THAT CARRIES ADVERTISING

THE ABC OF MAKING MONEY



Alert dealers know there's a tremendous opportunity for SALES and PROFITS in the BIG, NEW, LOW-SATURATION

AUTOMATIC WASHER MARKET

By any **standard of comparison,** there's no finer washer to serve that market, than

ABC-O-MATIC

the washer that's got EVERYTHING!

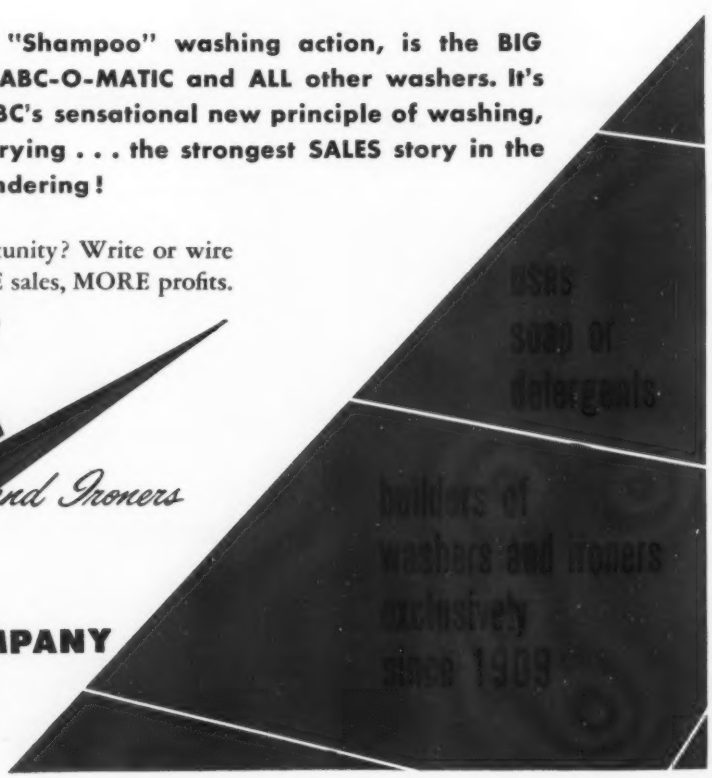
Centric Agitation, with "Shampoo" washing action, is the BIG difference between ABC-O-MATIC and ALL other washers. It's the very heart of ABC's sensational new principle of washing, rinsing and damp-drying . . . the strongest SALES story in the history of home laundering!

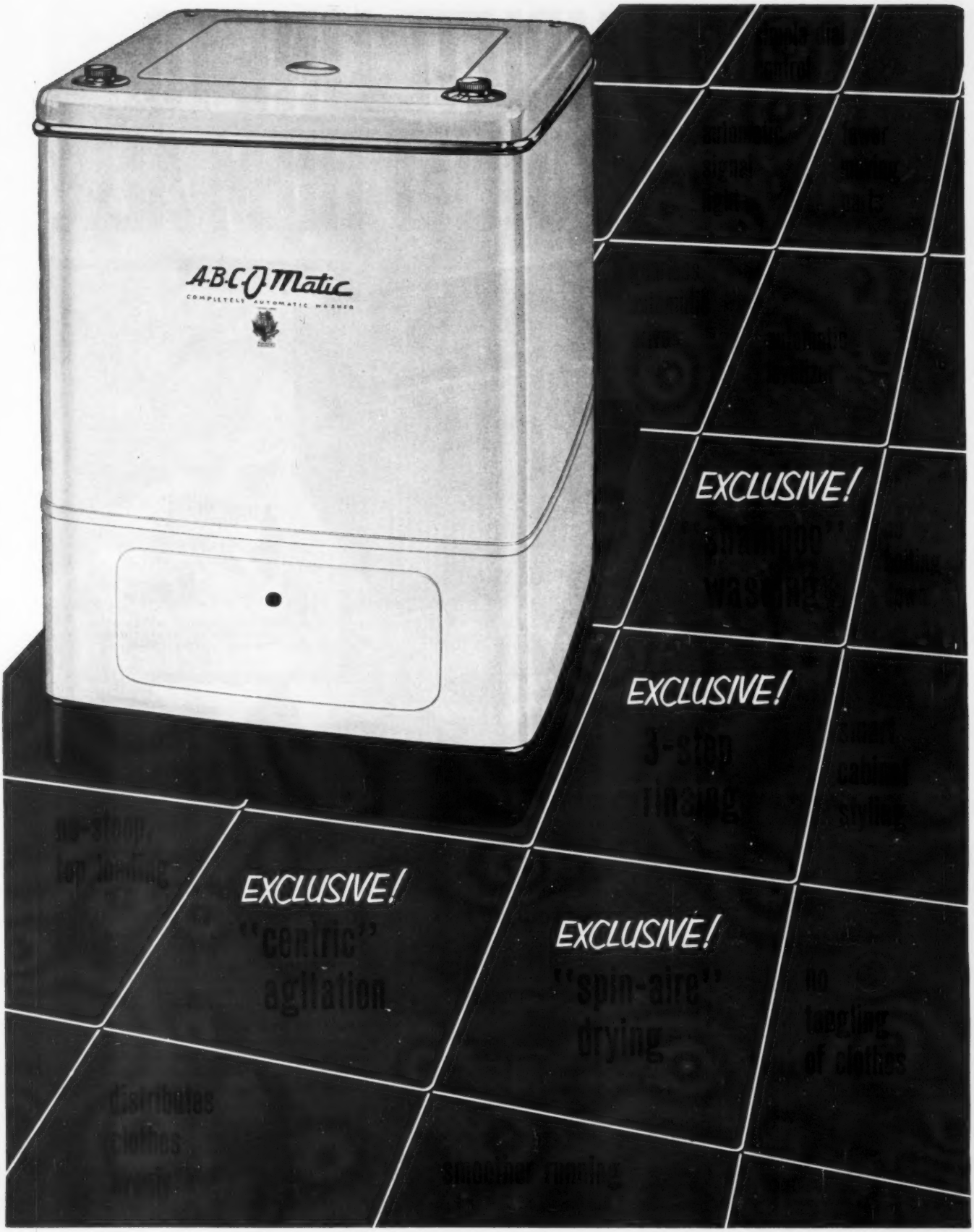
Why don't YOU cash in on this golden opportunity? Write or wire for details on ABC-O-MATIC—the key to MORE sales, MORE profits.

ABC

America's Leading Washers and Ironers

ALTORFER BROS. COMPANY
PEORIA, ILLINOIS




A·B·C Matic
COMPLETELY AUTOMATIC WASHER
EXCLUSIVE!
EXCLUSIVE!
3-step rinsing
EXCLUSIVE!
"centric" agitation
EXCLUSIVE!
"spin-aire" drying
no tangling of clothes

NEW COMPLETE LINE TO OUTGROSS, OUTNET THEM ALL!



MODEL 551 — G.E's newest deluxe, super-power Clock-Radio with phono-jack and Audio-Magic Switch and all automatic services. Large slide rule dial. Choice of mahogany (551) or Pearl gray plastic (552). **$49.95***

*Slightly higher West and South. Subject to change without notice.



● Any record player can now be operated through the new G-E phono-jack at the back of Models 551 or 552.



● New G-E Audio-Magic Switch enables you to control the volume of records or radio by a mere twist of the knob.



MODEL 535—Ten times more sensitive than ordinary clock-radios. Rich cordovan (535) and alabaster ivory plastic (535W.) **$44.95***

NEW PHONO-JACK

NEW FEATURES

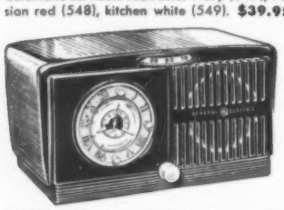
NEW MODELS

NEW COLORS

NEW PRICE RANGES



MODEL 546—Mahogany plastic cabinet. All automatic services. Alabaster ivory (547), Persian red (548), kitchen white (549). **$39.95***



MODEL 542—Turns itself off after you go to sleep and wakes you to music. Mahogany (542) and alabaster ivory plastic. (543). **$34.95***



MODEL 514—New price leader in mahogany plastic. Wakes you to music, turns on favorite program anytime. Fine toned radio. **$29.95***

CLOCK-RADIO

MORE THAN EVER THE WORLD'S MOST USEFUL RADIO

★ With prices ranging from $29.95* to $49.95*, General Electric gives you a complete new line to outgross and outnet them all! Now you can offer America's #1 Favorite to fit every purse—and with no extra charge for choice of colors.

The new Model 551 with phono-jack and Audio-Magic Switch opens up an entirely new market. Now, records can be played through a clock-radio and the volume of radio and records controlled with a single flip switch located on the front. Also for the first time the record-player is connected with the Electronic Servant. Now you can go to sleep or wake up to recorded music of your own choice!

Added to undisputed sales leadership, a complete line and unmatched features, is the most aggressive advertising and sales promotion campaign in the entire industry. It will pay you to see your G-E Radio distributor today!

General Electric Company, Receiver Department, Syracuse, N. Y.

You can put your confidence in—

GENERAL ELECTRIC

2ND BIG ACT

IN EASY'S DIAMOND JUBILEE PROMOTION SHOW



ACT 1 of Easy's Big Diamond Jubilee Promotion cranked up real consumer activity and produced a sharp sales pick-up for specialty-minded Easy dealers across the board.

Here we go again with the 2nd Big Act! It features a deluxe quality Easy Spindrier with double-barreled sales appeal!

First, its loaded with all the top-favorite Easy Spindrier features that women want, spark-plugged by Easy's 3-Minute Automatic Spin-rinse! Second, it's *priced* right...so it's a big bargain package for the consumer...a real money-maker for Easy dealers.

For profits that look big and *are* big in this highly competitive market, *promote, feature,* and *sell* this great new Easy Spindrier Diamond Jubilee Model J-75! Easy Washing Machine Corporation, Syracuse 1, N. Y.

SPECIAL ADDED ATTRACTION!

Promotional Wringer at a "BRING 'EM IN" PRICE!

It's the all-new feature-packed Easy Economy Wringer with big-capacity porcelain tub and massive Safety Wringer. It's loaded with eye appeal and priced right for real consumer activity.

Let's not kid

"No Profit" "Short Profit"

These THREE things have always moved merchandise ...in any market... and put money in the till

1. A product with a sales handle to bring prospects in
2. A promotion with strong advantages for the buyer to convince prospects that this is the time to buy
3. A profit margin that is long enough to swing the deal and still give you a good net

IF YOU ARE TIRED OF "NO PROFIT" DUMPS AND "SHORT PROFIT" DEALS... AND WANT TO MAKE MONEY FOR A CHANGE... IT WILL PAY YOU TO TALK TO YOUR EVANS DISTRIBUTOR ABOUT EVANS'

Long Profit Plan for boosting fall sales

EVANS

If you're in business to make money... the most profitable 30 minutes

ourselves

Oil Gas...

AIR IS PULLED DOWN INTO TOP



FLOOR LEVEL HEAT FROM ACROSS ENTIRE FRONT POURS OUT ACROSS THE FLOOR

You never had it so good . . . on product

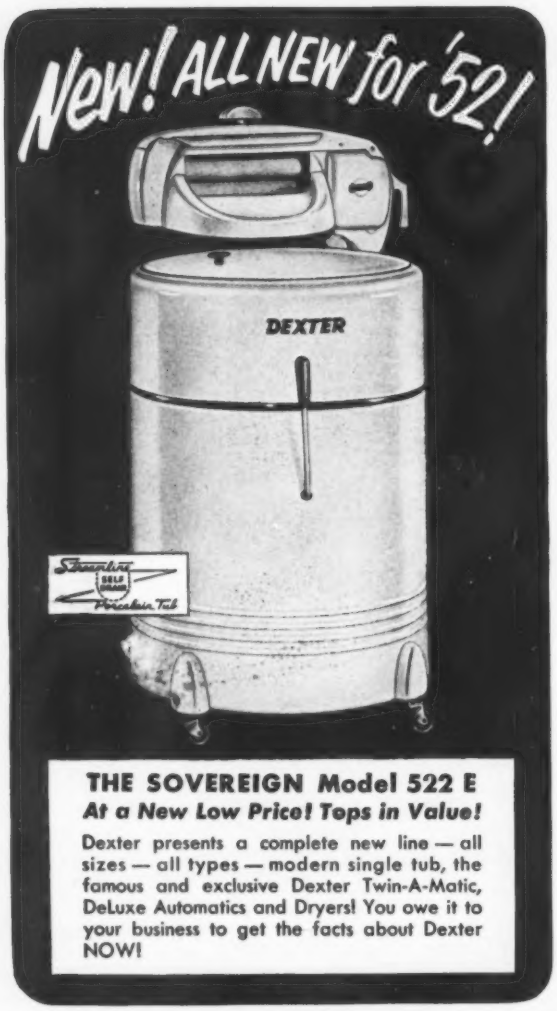
You never had it so good . . . on promotion



You never had it so good . . . on profit

you can spend will be with your **EVANS** distributor *TODAY*

2 Reasons why You'll Make More Dollars with DEXTER!



THE SOVEREIGN Model 522 E
At a New Low Price! Tops in Value!

Dexter presents a complete new line — all sizes — all types — modern single tub, the famous and exclusive Dexter Twin-A-Matic, DeLuxe Automatics and Dryers! You owe it to your business to get the facts about Dexter NOW!

1. THE DEXTER OUTPERFORMS!

2. DEXTER REQUIRES LESS SERVICE!



"Nearly every day, customers tell me how much they like the Dexter Twin-A-Matic... how it goes on doing a perfect job year after year without a dime's worth of repairs. Of course, everybody knows a satisfied customer is good business, but more than that, with no service calls to add to my operating costs, my profit on a Dexter Washer is net profit."

(signed)

Paul H. Smith

SMITH'S APPLIANCE-SERVICE SHOP
EASTON, PENNSYLVANIA

More Satisfied Customers! Higher Net Profits! . . . with



DEXTER

PIONEERS
WASHDAY ENGINEERS FOR 58 YEARS!
THE DEXTER COMPANY, FAIRFIELD, IOWA



White QUALITY produces PROFITS!

14 UNSURPASSED QUALITY *features!*

1 Butt-Welded Tank Construction—Absence of crevices or deep seams eliminates voids in galvanizing... does away with corrosion common with conventional lap joints.

2 Draw Necked Unit Port Construction—Allows ... be gasketed against the ... proper, not against a part ... tened to the tank, for grea... strength and durability.

3 Inside Tank of Heavy Ste... Zinc-in-ized. White's ... automatic slow fra... ess of galvanizing ... sorption of an ex... zinc coating, insid... materially increasin... safety of tank.

4 Immersion Type H... Units—Transfer th... directly to the wate... minimum heat loss.

YOU TELL 'EM... 14 built-in Quality features SELL 'EM!

● How deep is your pride in products you sell? With *White*, you have no reservations. From the most obvious, quickest order-closing features such as *6.9%* MORE *hot water* (electric) and *Film of Flame* (gas) to deeply hidden details, your *White* is *right.*

Somehow, a man gets his biggest profits from products in which he takes the most pride. Ever notice? For the full Proved Profit Story, write *White* TODAY!



6.9% More Hot Water

than most utility requirements, in electric models, because *White's* exclusive Water-Hotter baffle diffuses and tempers incoming cold water.



Film of Flame

Single port burner in gas Water-Hotter means NO clogging ever. Amazingly fast "pick-up" for PLENTY of hot water when you want it.



ELECTRIC—
Round or table top models



GAS—
Round models only

Nationally Advertised!



WHITE

WATER White HOTTER

WHITE PRODUCTS CORPORATION MIDDLEVILLE, MICHIGAN

Water Heating Specialists Since 1930

Mail this

—Learn WHY your profits are better with *White!*

WHITE PRODUCTS CORPORATION—Dept. M-9
MIDDLEVILLE, MICHIGAN

Please send us the *White* "Water-Hotter" story. My business letterhead is attached.

My Name_____

Address_____ Zone_____

City_____ State_____

County_____

Patented Copyright 1952 White Products Corporation



PANASCOPE—421 TQ—Value leader in today's 21" TV market. Compact table cabinet finished in Plextone.



INVADER—421 CM2—Compact 21" console. Full cabinet-wide safety glass front, durable Perma-veneer in mahogany finish.



PANATOMIC—421 TX—21" table model in durable mahogany finish Perma-veneer, stain-proof and mar-proof.

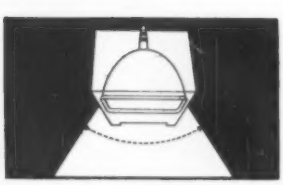


PAN-AMERICAN—421 CDM—21" console in contemporary cabinet of African mahogany veneers, curved doors.

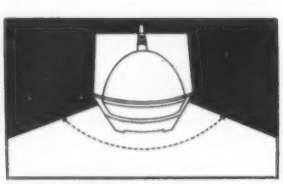
Now 8 Great Models

—PRICED FROM $295**

More Picture Visibility— Wider Viewing Angle —than any other 21" TV



Conventional position of tube, recessed in cabinet behind safety glass—"boxes in" edge of picture—limits viewing angle.



PANORAMIC VISION places tube *out front*, snug against curved safety glass. No dead spots from any viewing angle.

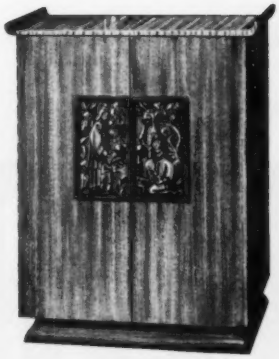
Here is a line with an exciting, exclusive new development you can demonstrate—talk—sell! Here is a line that gives you an appeal to every taste and every budget. Stromberg-Carlson is your most promising franchise for a big, profitable Fall season!

NEW SUPER 21 CHASSIS in all models

- 21-inch cylindrical picture tube
- New high gain tuner, quickly adaptable to UHF, with replaceable tuning strips
- Automatic focusing
- New custom tuning
- Proved fringe area superiority
- Phono jack
- Built-in antenna
- Permanent magnet speaker for finest tone
- Opti-curved glare-proof safety glass, easily removable for cleaning



YORKSHIRE—421 CDM2—21" console in Chippendale cabinet of Honduras mahogany veneers, curved doors.



CLASSIC 21—421 C50—21" console in comb-grain white oak, most appropriate in contemporary setting. Full length doors with Chinese story carving in panels.



CLASSIC 21—421 C5M—21" console in distinctive Chinese Classic style, African ribbon-striped mahogany veneers. Chinese story carving on doors.



CLASSIC 21—421 C5D—21" console in famous Chinese Classic design. Doors hand decorated with symbolic Chinese story design on background of ivory, red or ebony lacquer. Ultimate in fine TV cabinetry.

Exclusive 21"

with PANORAMIC VISION* *by* STROMBERG-CARLSON

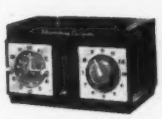
*Patent applied for.
**Zone 1. TV prices include excise tax. Installation and warranty extra.

"There is nothing finer than a

STROMBERG-CARLSON®"

Stromberg-Carlson Company, Rochester 3, N. Y. In Canada, Stromberg-Carlson Co., Ltd., Toronto

Feature These Popular Gift Radios!



MusiClock—wakes you up, lulls you to sleep, times appliances. Ebony cabinet with red and silver gray trim . . . Model C1 . . . $38.95**



Dynatomic—table radio in smart plastic cabinet. Model 1500 HB in brown $34.95**
Model 1500 HR in maroon $37.50**
Model 1500 HI in ivory $37.50**

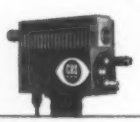
102 BILLION

FREE SALES BOOSTS A YEAR FOR YOU!

NEW CBS-HYTRON BRAND gives you:



Acceptance



1,973,326,000 times a week! 102,612,952,000 times a year! The magic letters "CBS" are seen and heard on radio and TV station breaks. Impact is terrific. An average of 13 sales impressions weekly for every man, woman and child in the country. Every one of your customers knows CBS. Knows he can depend upon CBS. Consumer acceptance of your CBS-Hytron brand grows hourly.

Engineering



As a division of the Columbia Broadcasting System, Inc., CBS-Hytron commands tremendous engineering resources for you. Because CBS embraces the field of electronic entertainment: Radio broadcasting. TV broadcasting. Radio, television, and phonograph sets. Records. Electronic research laboratories. And CBS-Hytron tubes.

Leadership



For example, CBS-Hytron originated: the GT tube . . . the subminiature tube . . . the rectangular picture tube . . . specialized, low-cost TV receiving tubes. CBS-Hytron's new picture-tube and miniature-tube plants are the most modern in the world. Such aggressive leadership guarantees you the newest and best in tubes.

YOU CAN'T BUY BETTER

Demand the CBS-Hytron brand. You get the finest electron tubes that progressive engineering skill and craftsmanship can make. You get the brand known and respected by every one of your customers. **You get the brand they see and hear the most . . . CBS-Hytron.**

HYTRON
A DIVISION OF COLUMBIA BROADCASTING SYSTEM, INC.
CBS HYTRON RADIO TUBES

MAIN OFFICE: SALEM, MASSACHUSETTS

CONSUMERS, DEALERS, DISTRIBUTORS—ALL AGREE—

Hamilton
IS FIRST IN OHIO!



Consumer:

Mrs. David Hall, Baxter, Ohio, shown here with her two nieces, holds down two full-time jobs: keeping house and teaching school. "I don't see how I could do it all without my wonderful Hamilton Dryer!"



Dealer:

Lloyd Hinton, owner of Clintonville Electric, Columbus, Ohio, numbers Mrs. Hall among his many satisfied Hamilton customers. "Hamilton is easiest to demonstrate, easiest to sell," he says, "and, best of all, one sale soon brings in another!"

WHY THE ORIGINAL AUTOMATIC DRYER IS STILL THE 3-WAY FAVORITE!

Everybody is happy with the *Hamilton* Clothes Dryer! The consumer loves it for its swift, safe, trouble-free performance, and for its use with any kind of wiring, any type of gas. The dealer profits with *Hamilton* because it's the best-known name in the rapidly expanding field, because it cuts service problems, because it's backed with distinctive advertising and display material, and supported with sound sales training.

Leading distributors choose *Hamilton* because it's exclusively a line of dryers—the *first* and *finest* in the business. They have no "tagalong", slow-moving appliances to worry about . . . no service problems from dealers. They have a feature role in the appliance industry's outstanding manufacturer-distributor-dealer team.

If you'd like to be a member of this great profit-making team, we suggest you write today to:

Hamilton Manufacturing Company
TWO RIVERS, WISCONSIN

Distributor:

Mary Ellen DeWine, Home Economics Director of Luethi & Welch, Columbus distributor, is always happy to demonstrate a Hamilton Dryer. She and her staff all report that housewives are delighted with the work-saving, time-saving, clothes-saving advantages of America's *original* automatic dryer.



Hamilton
The Original
AUTOMATIC CLOTHES DRYER
Gas and Electric Models
Hamilton Manufacturing Company · TWO RIVERS, WISCONSIN



*Manufacturer's recommended retail or Fair Trade price.

From General Electric—

NEW! DIFFERENT! Designed for volume sales!

A PORTABLE MIXER THAT REALLY MIXES!

And costs only $19.95!*

For the first time ever, here's a portable mixer that does virtually every mixing job—from cake batters to soufflés! It's powerful—it's light—it's convenient—it's priced right! Look!



1. Power that sells! There's plenty of power here, ready to whip through those tiring mixing jobs. And there's a finger-tip, 2-speed control that makes this beauty easy to demonstrate. (As a selling plus —the mixer doubles as a drink-blender.)



2. Light weight that sells! Your customers have never seen a unit as powerful as this *that tips the scales at a mere 3 pounds.* It's wonderfully light to take *to* the food . . . instead of lugging the food to it. The housewife can use it to mix *while she cooks.*



3. Convenience that sells! Your customers will be delighted with its keyhole slot for hanging on the wall; with its heel rest for easy setting down; with its twin beaters *without center shafts* for thorough mixing and simple cleaning.

4. Low price that sells! All for only $19.95*! There's never been a value like it at the price!

Biggest ad campaign in the industry!

Advertising that sells! During the three months before Christmas, there'll be four-color, full-page send-offs in *Parade, This Week Magazine* and other selected Sunday supplements . . . followed by two four-color half-pages in each of these same papers.

Get in touch with your G-E Mixer distributor today about this new Portable Mixer! Make sure you're ready for assured demand! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

You can put your confidence in—

GENERAL ELECTRIC



Will you be eating crow...or porterhouse?

We'd be the last to deny it . . . there are plenty of successful appliance dealers who have never really seen a big future in selling automatic ironers.

But that was *yesterday* . . . and today every sign shows that dealers who continue to ignore ironers may very well be eating crow before long.

Just look at these facts.

For years, Ironrite Automatic Ironers have sold like hot cakes, *whenever they were demonstrated personally*. Using sound demonstration techniques, many Ironrite dealers have realized excellent profits. And now, with Ironrite's extensive network television demonstrations bringing in prospects everywhere, Ironrite sales are soaring! Vast plans for expansion, both product-wise and advertising-wise are underway.

And profits! Every time a dealer sells an Ironrite, he makes a clean, sweet $100* profit that he can *keep*. There are no deals or trade-ins to bite into Ironrite profits (like they do in almost every other major appliance!). With less than 10% of the country's wired homes owning ironers, there's practically nothing to use as a trade-in.

If that weren't enough to make Ironrite interesting to dealers, there's more! Ironrite has a surprise up its sleeve which will knock the appliance world on its heels. You'll be hearing about it shortly . . . so no more for now!

Knowing what we know, we sincerely believe that the up-and-coming profit-maker in the appliance world is the *Ironrite Automatic Ironer*. And from where we sit, it looks as if dealers who get behind the valuable Ironrite franchise and push will be living off porterhouse steaks!

What do you think? If you are an enterprising, ambitious dealer who agrees with us, contact us today. We may have a gold mine open in your area!

**will vary slightly in different geographical areas.*

Ironrite

AUTOMATIC IRONER



Ironrite Inc. • Mt. Clemens, Michigan

MORE AND MORE DEALERS ARE LEARNING

ALUMINUM makes the difference in APPLIANCE SALES!

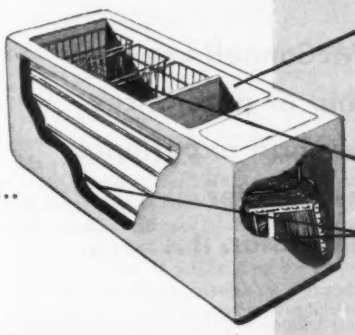
SELL HER the Aluminum PARTS ...and the



ALUMINUM PARTS WILL SELL HER!

You don't have to sell "Mrs. Modern American" on the advantages of aluminum. She uses Reynolds Wrap, the original aluminum foil... appreciates aluminum in her home construction, her automobile, her utensils. Aluminum means Modern Living to today's housewife.

TAKE ADVANTAGE OF *ALUMINUM* ADVANTAGES —SELL THESE ALUMINUM PARTS IN YOUR FREEZERS!



Tell your prospect about the aluminum inner liner with its serpentine aluminum coil. Aluminum liners are available with attractive embossed patterns. Many are also beautifully color anodized. Aluminum provides a non-rusting, non-chipping, attractive, easy-to-clean inner surface. An aluminum liner also assures quicker, more economical freezing for best food preservation and longer freezer-unit life.

Food baskets made of aluminum also offer special advantages. Available in a variety of finishes, they are light but strong, easy to clean with a damp cloth, won't rust or chip, stay bright and new-looking for years.

And aluminum is better, even when it can't be seen! Aluminum serpentine tubing, fastened to the hidden surface of the liner, affords faster heat transfer from the food compartment. Aluminum fins in the condensing unit provide rapid dissipation of heat to the outside air. Together they assure quick, economical freezing and safe, trouble-free operation. This excellent heat transfer plus the strength and corrosion resistance of aluminum add up to long-life, economical equipment.

ALUMINUM FEATURES MEAN MORE PROFIT...

More Sales For You!

More Value For Your Customer!

SELL THE ALUMINUM FEATURES...

Aluminum Makes The Sale!

Not only Home Freezers, but Refrigerators... Washers... Ranges... all appliances can be sold easier, faster, with more confidence by *pointing out* the *aluminum* features and *pointing up your sales!*



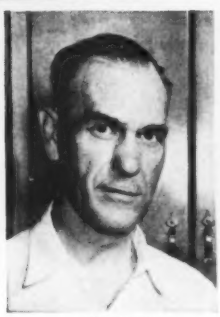
REYNOLDS METALS

REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES



Harris McConnell, Inc., 109 N. Main Street, Wheaton, Illinois



Allyn Harris



J. A. McConnell

They gave up top executive jobs to sell appliances in their home town

Allyn Harris and Joe McConnell knew little about salesmanship or appliances two years ago. But they had experience on the other side of the counter and now they're cashing in on it...

If you live in Wheaton, Illinois, and your washing machine breaks down in the middle of washday, the man who responds to your emergency phone call for service may be the ex-president of a Chicago corporation. Or he may be a former soft goods buyer for a large national retail chain.

Allyn Harris, former president of a fire extinguishing equipment manufacturing firm, and Joseph A. McConnell, the ex-buyer, became small town appliance dealers to get away from the pressure of big city executive responsibilities. Now they're working harder than ever.

As the proprietors of Harris-McConnell, Inc., 109 N. Main St., Wheaton, they have built one of the most successful owner-operated enterprises in Chicago's western suburbs—largely because of their idea that nobody knows the customer's viewpoint like a customer.

Until two years ago, their knowledge of the appliance business was strictly from the customer's side of the counter. Neither had had any sales training. Neither was in any way connected with appliance servicing outside his own home.

But as friends of long standing, they had the common ambition to become merchants and spend more time with their families. So nowadays, instead of catching planes to New York or Los Angeles as a part of business routine, the partners do their traveling in trucks delivering ranges and refrigerators.

From customers to salesmen

"It all started with a game of golf," Joe recalls. "As we played. I was telling Allyn how tired I was of constant traveling and being away from home. We got to talking about the building he owned in Wheaton's business district. He said if I ever wanted to start a business to let him know.

"Later on, we got serious about it and surveyed the potential in several different retail lines. We decided on appliances because we felt that there was room in Wheaton for an appliance store designed from the customer's point of view."

The customer's point of view, as interpreted by Harris and McConnell, means service plus. Right from the time they opened their doors on December 1, 1950, they let it be known that they were in business to make the customer happy.

"We made our idea as apparent as we could in the store itself," says Allyn. "We put in a lounge where shoppers could come in and rest with no interference from us. We put in a free phone, a rest room and a drinking fountain. And we offered a free gift wrapping service. We bent over backwards to give customers and people in general service such as they never had seen before.

"It didn't take long for people to catch on. They began taking advantage of our services as we hoped they would. Now we get requests to pick up a pound of coffee for a customer and bring it along on a service call. Or a customer may ask us to watch for her husband on the afternoon train and have him call her from the store. That's the sort of customer relationship we were after—the kind that keeps you in business when times get tough."

Harris-McConnell service is becoming a tradition in Wheaton. With three skilled service men on a full-time basis and extra help on weekends, they will tackle any job, large or small, whether or not they made the original sale. The service includes everything from toasters to complete kitchen installations.

Appliances by the roomful

Kitchens are their specialty. They have three of them on display in the store. Two of these, featuring

(Advertisement)

Porta-Bilt wood cabinets, can be seen on the ground floor. On the second floor the third is a fully-operating Youngstown steel kitchen used for demonstrations that have attracted as many as 80 persons at one time.

During the fall and winter months, the partners put on cooking schools and electric kitchen demonstrations for sponsoring groups. A woman home economist contacts women's clubs and church groups to arrange and conduct these affairs. She also serves as a trouble-shooter and demonstrator on installation of new appliances and writes a home tips column for the local newspaper.

Group demonstrations are discontinued in the summer because interest in cooking generally lags. Sponsoring groups charge admission to the Harris-McConnell cooking schools and they are allowed to keep the receipts for the club treasury. Food distributors supply the necessary groceries in exchange for a mention on the program or space to set up an advertising display.

As kitchen specialists, Harris and McConnell have on their staff a full-time custom kitchen designer, Henry Losch, who is factory trained for this kind of work. It is typical of the Harris-McConnell operation that a kitchen job begins with an investigation of the customer's problem.

One of the store owners visits the customer's home to talk the situation over carefully. He takes notes on what the customer likes and dislikes about her old kitchen, makes suggestions and asks for her ideas. Losch builds his design around this information to assure that the customer will get the kind of kitchen best suited to her needs and preferences.

The firm already has installed 25 to 30 complete kitchens at an average cost of $1,500.00 each. "We line up some of our custom jobs by contacting owners of homes under construction." McConnell reports. "But now that we have installed quite a few our best source of kitchen business is the satisfied customer who steers her friends to us."

Hard water softens sales resistance

Water softeners are another featured line at the store. Harris-McConnell sells at retail and distributes Permutit water softeners to dealers in four counties. "A water softener is practically a necessity in this area," says Allyn Harris. "We show a housewife facts from the U. S. Geological Survey which prove that for every penny's worth of water she uses in her laundry, she must buy a pound of soap.

"With a water softener, she can cut her soap expense by two thirds and her clothes will come out noticeably whiter and brighter. Equipped with facts like these, we sell a lot of water softeners."

Joe and Allyn believe that it pays to go after sales leads. They employ one outside salesman and frequently make calls themselves. In addition, they report excellent results from their sales incentive arrangement for their service men. For each lead a service man brings in he gets a bonus or "lead fee." If he closes a sale he gets a full salesman's commission.

On the basis of results, the bulk of Harris-McConnell advertising is placed in newspapers. Part of the advertising budget goes into the local paper and papers in surrounding suburbs such as Glen Ellyn, Elmhurst and Lisle.

Ads reach 93% of local families

The remainder buys big-space advertising in the Chicago Sunday Tribune, which delivers 93% coverage of Wheaton families. While the circulation of the Sunday Tribune is in excess of 1,500,000, it is possible for a neighborhood store such as Harris-McConnell to take advantage of the Tribune's local readership thru this newspaper's Selective Area advertising plan.

Under this plan, the neighborhood dealer cooperates with manufacturers and distributors of merchandise in the purchase of big-space ads in the Tribune. The suppliers assume a large share of the total cost and the remaining cost is divided among dealers thruout Chicago and suburbs.



Henry Losch, custom kitchen designer, shows a prospect how Harris-McConnell builds kitchens to fit the housewife's individual needs.

Unlike some cooperative advertising, a Selective Area ad features only the names of a few dealers. And because the ads do not feature stores in the same trading area, each dealer gets virtually the full benefit of the ad in which his name appears.

Among the manufacturers with whom Harris-McConnell participates in Selective Area campaigns are Chambers, Maytag, General Electric and R.C.A. So economical are these campaigns that in a recent six-month period the firm participated in 15 full pages of advertising, six in color, with General Electric alone.

Largest audience—lowest cost

"We feel that our Tribune advertising has been an important factor in our steady sales increases," reports McConnell. "These campaigns enable us to do a powerful and consistent job of advertising on a much larger audience than we otherwise could afford to reach.

"We recognize that manufacturer and distributor advertising is expertly planned and timed for best results. So when we can get our name featured in these ads at such low cost, we think it's worth our while to get in on as many as we can."

MANUFACTURERS:

What benefits your dealer benefits you. When you build your Chicago promotion around the Tribune's Selective Area plan, you enable your dealer to use his advertising funds with greater effectiveness in his own local market.

He gets powerful, retail-store-type advertising that is substantially his own in the medium he recognizes as Chicago's No. 1 mover of home merchandise. He gets the kind of advertising he understands and prefers, reaching a maximum number of his best prospects. Yet his cost is as little as one per cent of regular card rates.

Because he has a greater stake in the success of your advertising, your dealer gives your line the extra attention and merchandising support that pay off in more sales for him and bigger factory shipments for you.

Dozens of case histories in Chicago Tribune files make plain the plan's ability to produce sales for dealers. Dramatic additional proof of the plan's effectiveness is the more than $2,000,000.00 worth of Selective Area advertising already used by the appliance industry in the Chicago Tribune.

A Selective Area program can help you sell more in Chicago by helping your dealer sell more in his neighborhood. To get the complete details, get in touch with your Chicago Tribune advertising representative today.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Advertising Sales Representatives:

Chicago	New York City	Detroit	San Francisco	Los Angeles
A. W. Dreier, 1333 Tribune Tower	E. P. Struhsacker, 220 E. 42nd St.	W. E. Bates, Penobscot Bldg.	Fitzpatrick & Chamberlin, 155 Montgomery St.	Fitzpatrick & Chamberlin, 1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

(*Advertisement*)



turns Sales your way!

Here's a selling point that spells action! It's the superior Hobart revolving wash and rinse action *exclusive* in *KitchenAid* Home Dishwashers. Two and one-third gallons of water are pressured through this wash arm at the rate of 40 gallons per minute—thoroughly scrubbing the dishes and tableware.

Yes, just demonstrate this revolving wash action and the other superior features of *KitchenAid* . . . the front opening door, the independently sliding racks, with the upper rack adjustable to two positions . . . for added capacity to suit any occasion . . . the circulated hot air drying and plate warming . . . and your customers will be sold on "doing the dishes" the easy way—with a *KitchenAid* Home Dishwasher.

KitchenAid®

The Finest Made... by Hobart

KitchenAid Home Dishwasher Division of The Hobart Manufacturing Co., Troy, Ohio

THE DU MONT DE LUXE AND NEW DU MONT TELESETS*
answer consumer demand for
DU MONT-QUALITY... IN A FULL RANGE OF PRICES!

PROOF YOU CAN SEE AND SELL..

AT A BIGGER SHARE OF PROFIT!

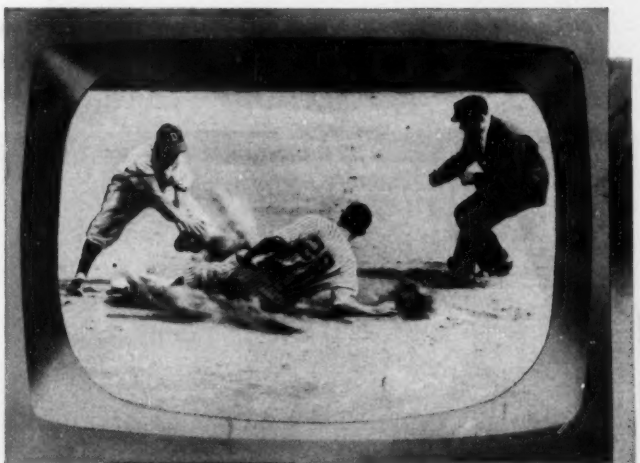
DuMont receives more!

NEW DU MONT CASCODE TUNER. Clearest local or distant reception. Most discriminating tuner yet made! **CONTRAST BOOSTER.** Increases usable picture contrast by surpressing white retrace lines seen on many ordinary sets! **FRINGE AREA RECEPTION.** New, high-power circuits receive the full range picture in distant fringes!

DuMont gives more!

FULL RANGE PICTURE. All tones from blackest black to whitest white! **DU MONT SELFOCUS* TUBE.** Clearest automatic focus in television—from edge to edge of picture. **4-WAY GLARE REJECTION.** Anti-glare tube face, cylindrical surface, tilted tube and safety glass. **AUTHENTIC CABINET DESIGN.** Lasting, exclusive style-appeal in famous DuMont cabinetry. Many models have brilliant new features which only DuMont gives you. **OVERSIZED PARTS.** For stable, longer life. Dependability produced by DuMont engineering and the most exacting controls of quality in television!

POLICIES, PROMOTION, PRICES AND DISCOUNTS MADE WITH YOU IN MIND





The DYNASTY, by DuMont
21" rectangular Selfocus tube. Chinese Chippendale cabinet of mahogany veneers. Built-in drawer for record player.
$499.95**



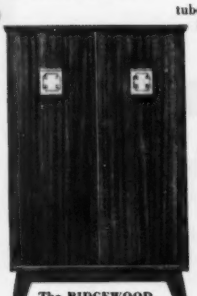
The BEVERLY, by DuMont
21" rectangular Selfocus tube. Modern cabinet of fine mahogany or limed oak veneers. Built-in antenna.
$349.95**



The WAKEFIELD, by DuMont
21" rectangular Selfocus tube. Contemporary cabinet of fine mahogany or limed oak veneers. Built-in antenna.
$389.95**

DU MONT QUALITY now starts at $199.95**



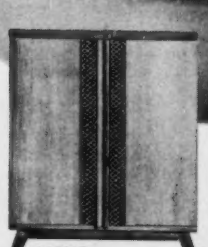


The RIDGEWOOD, by DuMont
21" rectangular Selfocus tube. Modern cabinet of fine mahogany or limed oak veneers. Built-in antenna.
$375.00**

The CLINTON, by DuMont
17" rectangular Selfocus tube. Contemporary Plextone-finish cabinet in sandal brown or blond. Built-in antenna.
$199.95**



$459.95**



$479.95**

The NEWBURY, by DuMont
21" rectangular Selfocus tube. Built-in drawer for record player. Modern cabinet of mahogany or (at right) limed oak veneers.

*Trade Mark **Suggested retail price, includes Federal Excise Tax and Warranty. Prices slightly higher in Far West & South West.

Allen B. Du Mont Laboratories, Inc., Television Receiver Division, East Paterson, N. J., and the Du Mont Television Network, 515 Madison Avenue, New York 22, New York.

TIDE PROMOTION PLAN HELPS VIM STORES SELL 33% OF THOR WASHERS IN NEW YORK AREA!



The promotion strategy takes shape as Leon Mesnick, Advertising Manager of Vim Stores, discusses the proven success of the Tide Plan in other areas with Frank Kautzmann, Jr., representative for Thor's New York distributor.

TOP APPLIANCE CHAIN CREDITS PROMOTION ACTIVITIES SPARKED BY TIDE'S 3-TO-1 CONSUMER PREFERENCE

Facing New York's tough competitive market, Vim Stores—46 strong—have proven the Tide Promotion Plan's ability to increase sales. Taking advantage of Tide's standard advertising allowance offer of $1.75 per case, the Vim chain has used an average of 50 cases per month per store for bonus offers . . . giving a year's supply of Tide away free with each Thor washer purchased.

Leon Mesnick, Advertising Manager of Vim Stores, decided to use Tide as a sales-clincher because Tide has an overwhelming appeal to women as a bonus offer. More women use Tide than the next three leading washing products combined. "The Tide Promotion Plan," says Mr. Mesnick, "has tremendously helped Vim Stores increase their Thor washer volume to a ⅓ share of the entire Thor metropolitan market." These pictures, showing how the Tide Plan worked in just one Vim Store, are typical of the Vim's chain results throughout New York.



1. In Jamaica, Long Island, Vim Store Manager, Milton Hammerling, merchandised his bonus offer of Tide with this window setup. All the promotion materials he needed, including mats for special newspaper ads, were in the free display kit supplied by Tide.



2. Traffic increased 50% as prospects found the combination of a new washer, plus a free supply of Tide too good to ignore. Tide—America's leading washing product by 3 to 1—has a way with women!



3. **As a follow-through,** to impress prospects most, Mr. Hammerling demonstrated with Tide. He got the maximum performance from his washers—the cleanest, whitest wash possible . . . with no soap film left in the washer!



4. **Another washer sold!** At the end of the first six weeks of the promotion, the Vim Store in Jamaica showed a 30% gain in Thor sales. Mr. Hammerling gives the credit to Tide for clinching hesitant sales, time after time.

THIS IS THE TIDE PLAN...

It Worked In New York—It Can Work For You!

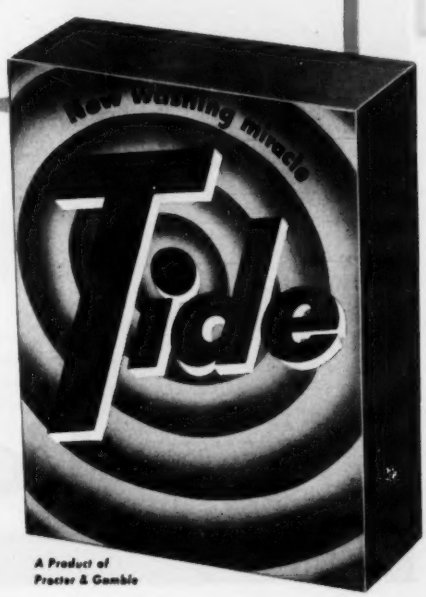
You, as a dealer, can get Tide with a special advertising allowance of $1.75 per case—almost ⅓ less than the retail price. (Your cost per case is $5.00.) And with your Tide, you also get a colorful display kit to tell the story of the promotion to your prospects. (The kit will be printed with the name of any washer brand you designate.) You can use your Tide and the display kit to increase your washer sales these *four* tested ways:

1. **Use Tide to build traffic**—offer a free box to each woman who will come in to watch a washer demonstration.
2. **Use Tide for bonus offers**—as an "extra" to sway more sales, offer a free supply of Tide with each washer purchased.
3. **Use Tide for demonstrations**—get the maximum performance from your washers. Tide gives you the cleanest wash possible . . . leaves no soap film. Laboratory tests prove it!
4. **Use Tide for displays**—promote your free offers with Tide and the special colorful display kit that's tailored for you.

Like Vim Stores in New York, you just can't miss with the powerful Tide Plan. It's *smart* business—*good* business—to let this plan make dollars for you at a cost of pennies!

WRITE FOR YOUR TIDE TODAY!

For full details and order form, send a post card to: Tide Home Laundering Bureau, 1429 Enquirer Building, Cincinnati 2, Ohio



Tide IS YOUR BEST TIE-IN BET BECAUSE

TIDE IS THE LARGEST-SELLING WASHING PRODUCT IN AMERICA BY 3 TO 1!

● TIDE MAKES YOUR WASHING MACHINES WORK BEST!

every season is selling season for Mimar Dynafans



MP 525 HV
High Velocity Dynafan

High value as well as high velocity. This moderately priced fan features the new aerodynamic five-fin all-steel blade in 10", 12" and 16" sizes, in specially designed housing for efficient cooling or ventilation. Powered for continuous duty. Moves 2500 cu. ft. per minute. Ideal for residences, offices, factories. Height 22½", width 21", depth 13¾".



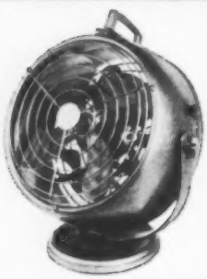
MP 212 A
Deluxe Fan-Heater Combination

Portable, powerful packaged ventilation. Beautifully styled. 15 7/16" high, 7" deep, 14½" wide. Ideal for smaller rooms or hard to heat or cool corners. 350 cubic feet per minute. Fully protected. Tiltable.

MP 211
Radiant Fan Forced Heater

Heats—cools—ventilates! Completely portable to cool a hot spot—dry out a damp corner—warm a chilly room. Typical Dynafan Comfort Control at your fingertips—wherever you want it. 13" high, 10" wide, 9" deep.





MP 300
Fan-Heater

Versatile—cools, heats, ventilates—perfect for year-'round use. 16" high, 8" deep, 14½" wide. For pleasant, comfortable cooling a 10" fan blade delivers 1040 cubic feet per minute—for perfect heating comfort delivers 500 cubic feet per minute—uses 1600 watts.



BFH 35
The Mighty Mite on your Sales Sheet!
Minerva Hair Dryer

Heater, Dryer, Cooler. Completely versatile. Tiltable, portable—and the fastest seller in any fan line.



MP 525 HV
High Velocity, Pedestal Dynafan

New, large capacity, low-priced, sensation in the fan field. The new aerodynamic five-fin, all-steel blade in a specially designed housing delivers 3850 cubic feet of air per minute! This is the equivalent of the ordinary 24" fan. Powered for constant, large area cooling, the MP 525 is ideal for restaurants, stores, factories, schools and churches. Adjustable from sixty to eighty-four inches in height, practically tip proof.

Ask for a demonstration
Contact Mimar for all details

With a complete line of versatile, Comfort Control Dynafans to choose from, no customer walks out without one. Designed for home or industrial use the year round, these sensational Dynafans move more air faster—whether the user wants to cool, warm or ventilate any part of his home or business—from basement to attic.

Dynafans' *high velocity* means moving huge amounts of air in minutes—quietly, continuously and efficiently. Completely portable, attractive in appearance, they blend into any background, require no installation.

Dynafans are versatile. There's one for every purpose—and some for all purposes—from small rooms to large stores, with capacities from 2500 to 3850 cubic feet per minute.

MIMAR PRODUCTS, INC.
BROOKLYN 5, NEW YORK

BRANCHES: EL MONTE, CAL.—CHICAGO, ILL.

THE LADY SAYS SHE WANTS A SET WITH A HOT FRONT END . . . SHOW HER THOSE NEW MODELS WITH THE TARZIAN TUNERS

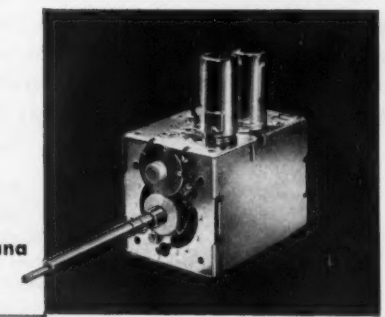


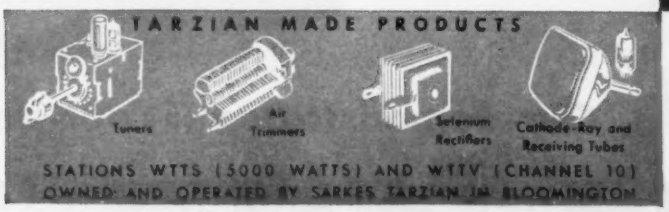
● Since the early days of Television, the TARZIAN TUNER has been used exclusively by—and is closely identified with —most of the nation's leading set manufacturers.

The TARZIAN TUNER is an outstanding engineering achievement. For selectivity . . . unexcelled stability . . . and trouble-free performance, the TARZIAN TUNER is recognized as a leader in the industry.

And, the full band—all channel—approach to UHF is a further example of Tarzian pioneering "in the right direction." Isn't it only natural that the world's largest producer* of switch-type tuners should produce the best?

*SARKES TARZIAN, Inc., Tuner Division, Bloomington, Indiana





Tarzian Tuners and Tarzian Picture Tubes are available for the growing replacement market. Write for complete information.

Now You Can Demonstrate beyond All Doubt . . .

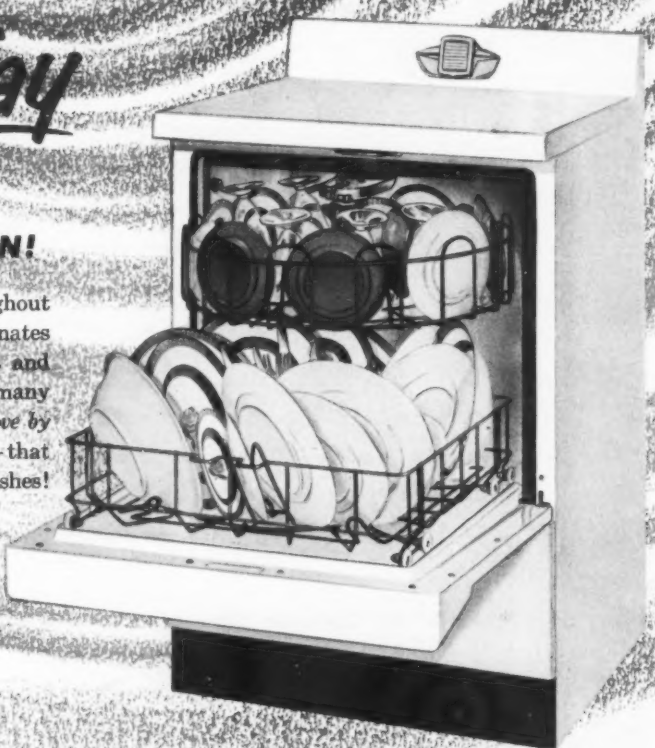
the NEWEST and BEST way to "do dishes"

CROSLEY AUTOMATIC DISHWASHER

SwirlClean Tray

GETS ALL DISHES, GLASSES AND SILVER COMPLETELY CLEAN!

This circular upper dish tray gently rotates throughout the entire washing and rinsing cycles . . . eliminates "hit or miss" washing. Gets *all* dishes, glasses and silver *completely* clean. And that's just *one* of many exciting Crosley advancements that lets you *prove by demonstration* — as no other dishwasher can — that there's no better, quicker, easier way to wash dishes!



Model DE-24

24-inch Crosley Automatic Dishwasher. Free-standing model with porcelain work-surface top. Standard 4-inch backsplash.

Out-demonstrates . . . out-performs



Shelvador® Refrigerators | Shelvador® Freezers | Electric Ranges | Electric Water Heaters | Automatic Dishwashers | Steel Kitchen Cabinets | Sinks and Food Waste Disposers | Radio Receivers | Television Receivers | Room Air Conditioners

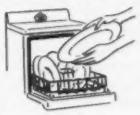
Feature for Feature, Point for Point, the New Crosley Dishwasher Sells Automatic Dishwashing As It's Never Been Sold Before!



Revolutionary new SwirlClean Tray means that every dish and every piece of silver catches the cleansing spray.



SwirlClean Tray pulls out and rotates—lower tray rolls out—for quickest, easiest loading of dishes.



Both trays are removable. With SwirlClean Tray out, extra-large pieces can easily be washed.



The control mechanism is foolproof . . . you just load, close the door, and then turn the handle to "on"!



Dishes get a strong pre-wash "spray" rinse, and then one "spray" rinse and two "power" rinses *after* washing!



Whirling impeller sends powerful cleansing spray to all parts of dishwasher, cleansing pieces thoroughly.



Special heater unit maintains correct temperature for washing, rinsing and drying the dishes.



You can turn Indicator Control Dial to stop, change, skip or repeat any operation you desire.



Automatic Safety Switch immediately stops all action if door is accidently opened during dishwashing operation.



Since the steam-and-air vent is located at the back, condensation and dripping around door are prevented.



Hot, humid air is forced out of vent at back, giving a shorter, more efficient drying cycle.



To prevent any possible redepositing of sticky food particles, impeller always stops during each drain cycle.

★ ★ ★

Superior construction in finest porcelain and hardware, plus these features: tight-fitting door, rust- and corrosion-proof steel trays, covered with vinyl plastic.

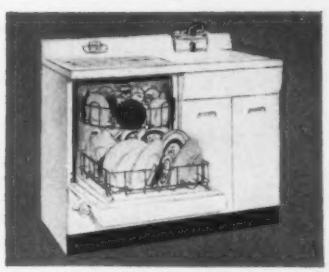
★ ★ ★

Unique and modern Crosley installation method eliminates vibration and heat-loss! It also reduces noise, simplifies servicing.

★ ★ ★

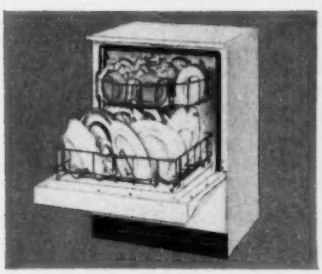
The addition of the new Crosley Automatic Dishwashers makes the famous Crosley Kitchen line complete . . . gives you greater-than-ever selling and repeat-selling opportunities! Now more than ever before in history—Crosley sets the pace with America's finest line of modern kitchen equipment.

Dishwasher-Sink Combination and Undercounter Models, Too!



Model DE-48A—48-inch Crosley Automatic Dishwasher-Sink Combination. Built around standard 48-inch sink frame. Dishwasher is located on the left for natural, time-saving, right-to-left loading motion.

Model DE-24UC—24-inch Crosley Automatic Dishwasher. Undercounter model. Can be used with Crosley Kitchen Counters or other standard continuous tops.



Crosley's full-color, 2-page spread in LIFE Magazine (August 25th) opened the "NEWEST and BEST" advertising campaign—to support your retail sales of Crosley Automatic Dishwashers. See your Crosley Distributor for full promotional details!

. . . OUT-SHINES them all!

CROSLEY

DIVISION

AVCO MANUFACTURING CORPORATION

CINCINNATI 25, OHIO

CROSLEY—*Better Products for Happier Living*

Advance-Design

CHEVROLET TRUCKS

These
PLAIN HARD FACTS
are important to
economy-minded
truck buyers



Fact No. 1

CHEVROLETS LIST FOR LESS

First cost—*the list price*—is less for a Chevrolet than for any comparable truck capable of handling the same payload. Chevrolet's position as the world's largest manufacturer of trucks makes possible production savings that are passed on to you.

Fact No. 2

COST LESS ON THE JOB

Proved Chevrolet truck features save money over thousands of miles. Time-tested Valve-in-Head engines, rugged hypoid rear axles, extra-sturdy channel-type frames, Synchro-Mesh transmissions and many others contribute to low operating costs with high dependability.

Fact No. 3

EACH TRUCK TAILORED TO ITS JOB

Every Chevrolet truck is *factory-matched* to the job it's going to do. Tires, axles, frame, springs, engine, transmission, and brakes are right for the operating conditions and load. Whatever your job is, there's a Chevrolet truck with the capacity and features called for.

Fact No. 4

WORTH MORE AT TRADE-IN TIME

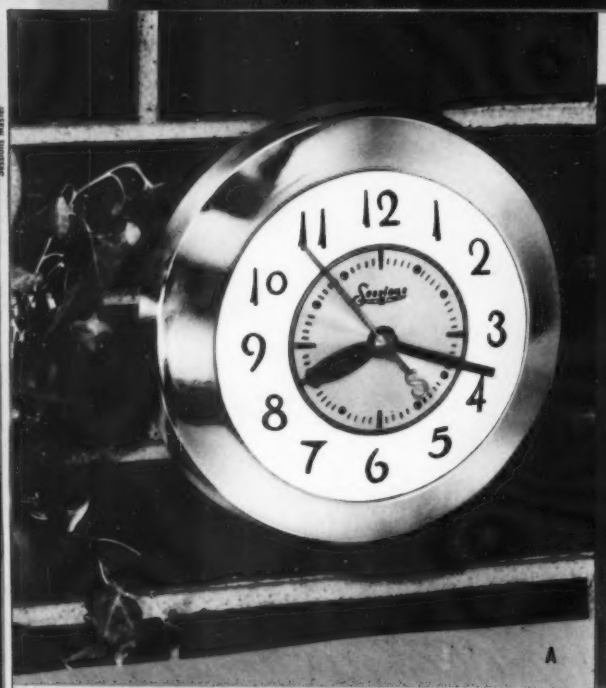
Chevrolet trucks traditionally bring more at resale than other makes costing about the same when new. Chevrolet trucks keep their value longer and give you real, substantial savings right up to the day you sell them. See your Chevrolet dealer soon.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • **POWER-JET CARBURETOR**—for smooth, quick acceleration response • **DIAPHRAGM SPRING CLUTCH**—for easy-action engagement • **SYNCHRO-MESH TRANSMISSION**—for fast, smooth shifting • **HYPOID REAR AXLE**—for dependability and long life • **TORQUE-ACTION BRAKES**—on light-duty models • **PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES**—on medium-duty models • **TWIN-ACTION REAR BRAKES**—on heavy-duty models • **DUAL-SHOE PARKING BRAKE**—for greater holding ability on heavy-duty models • **CAB SEAT**—with double-deck springs for complete riding comfort • **VENTIPANES**—for improved cab ventilation • **WIDE-BASE WHEELS**—for increased tire mileage • **BALL-TYPE STEERING**—for easier handling • **UNIT-DESIGNED BODIES**—for greater load protection • **ADVANCE-DESIGN STYLING**—for increased comfort and modern appearance • **WIDEST COLOR CHOICE** at no extra cost.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN





Self-Starting ELECTRIC CLOCKS by

Sessions

"Clock Makers for 117 Years"

NEW "Lubricone" patented lubrication system for quietness and durability!

NEW Thin kitchen clock movement—one of the thinnest electric clocks ever!

NEW "Cordklamp"—does away with excess cord, centers visible cord neatly!

NEW Styling—the very latest in eye-appealing designs and decorator colors!

NEW Packaging—every Sessions Clock handsomely gift packaged!

A

A. "Elegance." 7½" diameter. A kitchen clock with a really streamlined chrome colored metal case. Colorful round 5½-inch metal dial with frosted aluminum center field. Choice of white, black, red, blue, yellow or green dial numeral band—contrasting numerals and hands. Molded Cordklamp and recess for retaining cord slack. Specify color.
No. 1-TK-54 Retail $5.95

C. "Teapot." 8½" wide. 7" high. An all-time favorite in thousands of modern kitchens and a perennial best-seller. Choice of red, yellow, ivory, green, blue or white plastic case. Has 4" silver color metal dial and raised black numerals with gold trim, black hands. Specify color.
No. 339-W Retail $4.95

E. "Preference." 7½" in diameter. Streamlined kitchen clock with eye catching tapered lines. Molded polystyrene plastic case. Round 5½" metal dial with frosted aluminum outer field and glossy black inner field. Numerals in black, trimmed with yellow—hour and minute hands pure white. Has new Cordklamp and recess for retaining slack in cord. In white, red, yellow, green or blue case colors. Specify color.
No. 1-TK-53 Retail $4.95

B. "Pierre" French Chef. 7¼" wide. 10½" high. A unique Sessions specialty and a proven favorite for those looking for the unusual in kitchen clocks! Has smooth white plastic case with life-like tinted face and hands, red lips, black eyes, black goatee and moustache. 5" silver metal dial with contrasting black numerals and hands.
No. 487-W Retail $4.95

D. "Beauty." 7¼" square. The kitchen clock with that tailored appearance to add a lustre and sparkle to any kitchen. Pure white polystyrene plastic case. 5½" metal dial with frosted aluminum center field. Choice of black, red, blue, green or yellow dial numeral band—contrasting raised numerals, hour and minute hands. Has new Cordklamp and recess for retaining slack in cord. Specify color.
No. 1-TK-51 Retail $4.95

F. "Shadebox." An unusually lovely 3-piece clock ensemble. Each unit 5⅜" square. Case and shadeboxes of beautifully molded white polystyrene plastic. Satin finish aluminum dial has midnight blue center field, modernistic numerals in ivy green, pure white hands. Molded recess in back of case for retaining slack in electric cord.
No. 497-W Retail $6.95

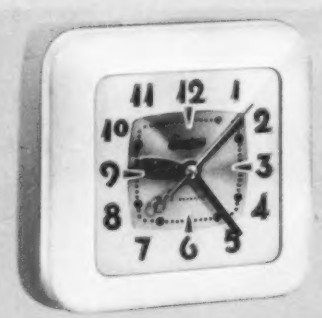


B

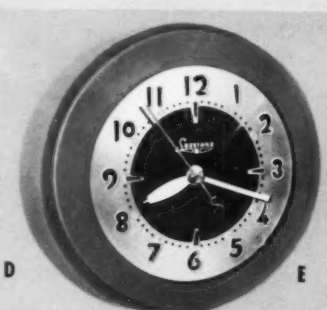
Prices do not include Federal Excise Tax.



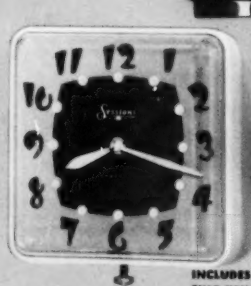
C



D



E



F

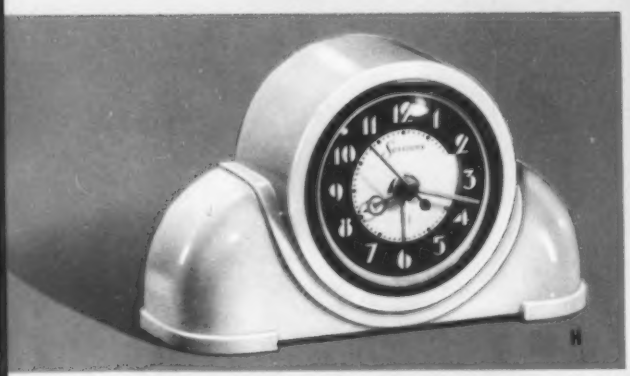


INCLUDES CLOCK AND TWO "SHADO-BOXES"

Sessions

"Clock Makers for 117 Years"

Guaranteed by Good Housekeeping





G. "Bellaire" Alarm. 4½" wide. 4" high. Adds an artistically different touch to dresser or bed table. Has Tru-Bel alarm in a gleaming ivory plastic case. Dial of rich brown with glossy white, easy-to-read numerals, red minute markers and contrasting hands.
No. 1-H-51 **Retail $4.95**

Same as above, luminous dial and hands.
No. 1-H-51L **Retail $5.95**

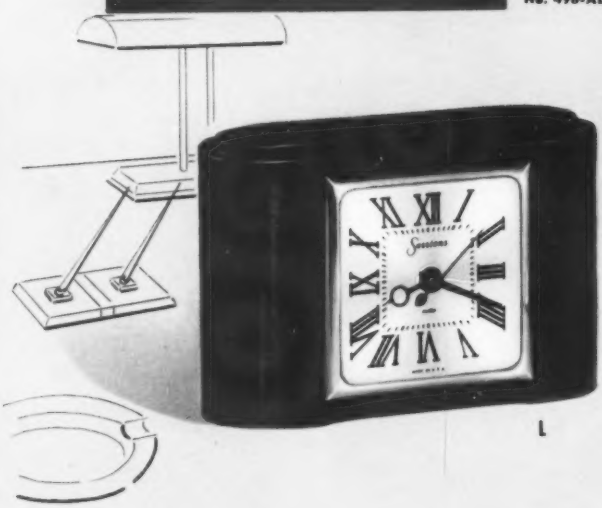


H. "Catnapper" Alarm. 7⅜" wide. 4½" high. A smartly styled timekeeper, in elegant ivory color. Molded plastic case with Sessions popular Tru-Bel alarm. For dressing room or bed table. 3½" metal dial, ivory numerals, brown hands.
No. 451-A **Retail $4.95**

Same as above, with luminous dial and hands.
No. 451-AL **Retail $5.95**

J. "Kitty-Belle" Alarm. 4" wide, 3⅜" high. A new dainty size and design in ivory colored plastic case with Tru-Bel alarm. Attractive 3⅛" metal dial in deep brown and sunburst gold finish, with ivory hands and black numerals.
No. 496-A **Retail $4.50**

Same as above, luminous dial and hands.
No. 496-AL **Retail $5.50**



L

L. Desk or Dresser Alarm. With all the beauty of functional simplicity! For desk, dresser or table. 6¾" wide, and 4½" high. Richly-gleaming mahogany finished wood case with Sessions' famous Tru-Bel alarm. 3½" silver colored metal dial with contrasting black numerals and hands. Brass colored bezel.
No. 479-A **Retail $8.95**

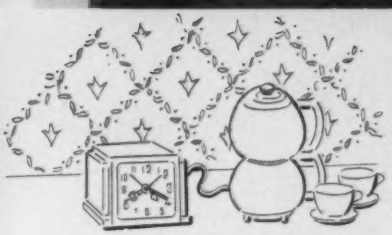
Prices do not include Federal Excise Tax.

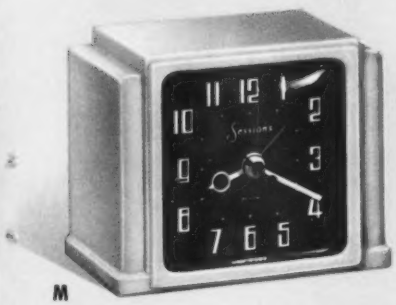


K

K. Alarm Model for Dresser or Desk. 4½" wide, 4¾" high. Mahogany-colored wood case. Contrasting fluted base. 3½" metal dial has black numerals and hands. Also has Sessions' famous Tru-Bel alarm.
No. 477-A **Retail $7.95**

Same as above, luminous dial, luminous hands.
No. 477-AL **Retail $8.95**





M



N

Sessions

"Clock Makers for 117 Years"

"NOT EVEN A PURR-R!"



O

M. "Pussyfooter" Alarm. 4½" wide, 3¾" high. Ivory colored plastic case, Tru-Bel alarm. 3" dark brown metal dial. Ivory-colored hands, numerals.
No. 486-A **Retail $4.95**

Same as above, with luminous dial and hands. Tru-Bell alarm.
No. 486-AL **Retail $5.95**

"Switchclock." With appliance time switch. Case, dial and hands same as 486-A. Turns on radio or small appliances at any preset time in any 12-hour period. Automatically shuts off appliance 1½ to 2 hours after turning on.
No. 486-S **Retail $6.95**

N. "Ollie" Alarm. Droll Owl, a novelty alarm. 4½" wide, 6" high. Ideal for child's room. Has Tru-Bel alarm, ivory colored plastic case. Metal dial of deep brown and sunburst gold finish, contrasting hands and numerals.
No. 494-A **Retail $5.95**

Same as above, with luminous dial and hands. Famous Tru-Bel alarm.
No. 494-AL **Retail $6.95**

O. "Classic" Alarm. An eye-stopper every time because it's different. 6" wide and 4½" high. Desk or dresser model with Tru-Bel alarm. Has mahogany colored case and a wide 3¾" numeral band of highly polished brass. Spun gold metal dial has black numerals, hour and minute hands. Heavily polished brass finished metal base. A breathtaking beauty.
No. 3-H-52 **Retail $8.95**

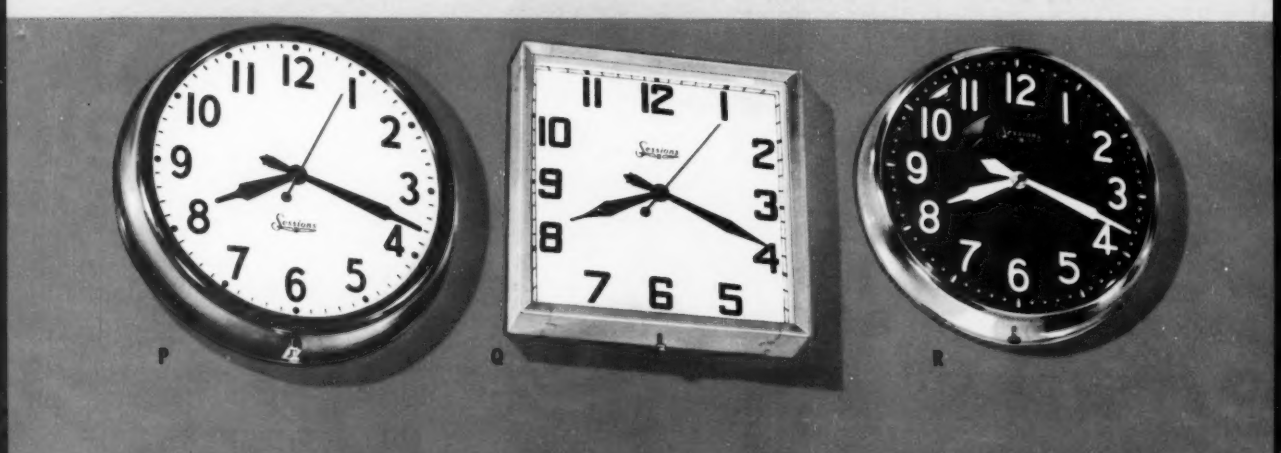
Prices do not include Federal Excise Tax

P. Business Type Wall Clock. Most popular type for stores, business offices and schools because of its easy-to-read numerals, simple lines and contrasting red sweep second hand. Has molded black plastic case, round 14" white metal dial with black numerals and black hands. Blends perfectly with any decorative scheme.
No. 438-W **Retail $13.95**

Q. Wall Clock. For those who want the modernistic type wall clock in preference to the conventional type illustrated by P. Has distinctive hammered silver grey metal case with gleaming white metal dial, contrasting black numerals and hands. Contrasting red sweep second hand gives split second accuracy. 14½" square.
No. 351-W **Retail $9.95**

R. Wall Clock. 13½" diameter. Chrome plated metal case. 12¾" black metal dial. White numerals, hands.
No. 488-W **Retail $10.95**

Wall Clock. Same style as 488-W, except dial is white, with black numerals and hands. Case finished in hammered blue-grey or white. Specify color desired.
No. 489-W **Retail $8.95**



P Q R



Sessions

"Clock Makers for 117 Years"

Masterpieces

By Master

Clocksmen



S. "Celestial." Truly named, its plastic flange is as transparent as air! All purpose 9" diameter desk or wall clock that is breathtakingly different. Has jet black 4" metal dial with white numerals and yellow minute markers, chrome finished metal bezel. Has removable metal wire foot for wall hanging. As sophisticated as Park Avenue—as modern as tomorrow!
No. 1-TM-52 **Retail $7.95**

T. Banjo. A favorite year after year with those who like a touch of Colonial Americana in their homes! 6¾" wide by a full 22" high! Rich mahogany finished case has scene of historic Mount Vernon in lower glass panel. Traditional gold eagle and brass side brackets add to the Early American "color." 5" silver colored metal dial with raised black numerals with gold trim and black hands. As delightfully old-fashioned as the "Celestial" is decidedly ultra modern. Looks like a genuine heirloom.
No. 463-W **Retail $17.95**



T

Prices do not include Federal Excise Tax



U V

U. Tambour Mantel. Has long, sleek lines—19¾" long, 6½" high. Rich mahogany colored wood. 5" silver colored metal dial. Raised black numerals, black hands. Glistening gold trim.
No. 467-W **Retail $11.95**

V. Mantel or Desk Model. 8¼" wide, 4½" high. Fine finished mahogany colored wood case. Slightly tilted when on table, desk or mantel. 4" metal dial, contrasting numerals and hands.
No. 470-WR **Retail $7.50**



W

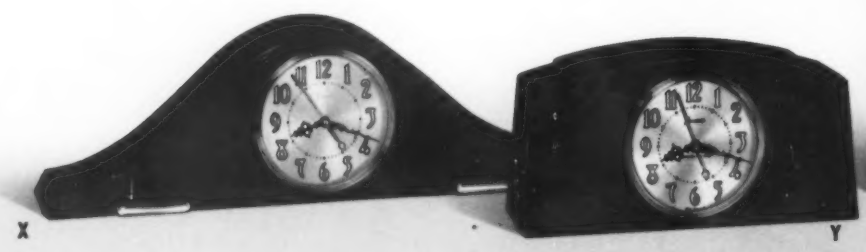
W. Pilot Wheel. A favorite with men and boys. 6¾" wide, 7½" high. Mahogany colored case has realistic brass colored spokes. 4" metal dial has nautical decorations. Wonderful for a library or den.
No. 456-W **Retail $10.95**

Westminster Chimes give a full-toned melodious strike per quarter-hour, a 4-rod chord strike on the hour! The most compact, the most efficient chime clock movement manufactured. Exquisite in workmanship.

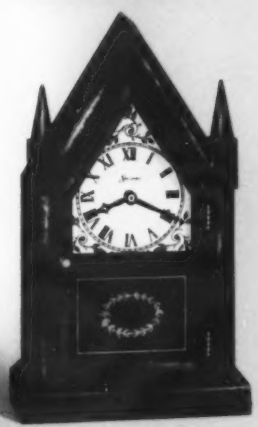
X. Mahogany case, burl walnut overlay. 19" long, 5¾" high, 4" deep. Gold finished 4½" dial.
No. 492-WC **Retail $37.50**

Y. Matched grain mahogany case, ebony finished end panels. 11½" long, 6" high, 4" deep. Dial as in X.
No. 493-WC **Retail $39.95**

Z. Gothic. 7" wide, 12" high. Here is a clock with early American appeal—authentically styled. Has decorated dial with contrasting hands and numerals, and lower glass panel. Beautifully finished mahogany colored wood case.
No. 464-W **Retail $19.95**



X Y



Z

PROVEN! "SOLD 65 BLACKSTONE WASHERS IN 30 DAYS!
with sensational Blackstone Ironing Board Promotion" ... reports Frank Chido, Pres., Apex Television, Inc., Johnstown, Pa.

PROVEN! "SOLD 70 BLACKSTONE WASHERS IN 10 DAYS!
with Blackstone's powerful Table Promotion" ... writes H. Joffe, Pres., Rex Industries, Inc., Jersey City, N. J.

Dealers prove Blackstone promotions sell washers in volume

PROVEN AGAIN!

"SOLD 20 BLACKSTONES IN 2 DAYS!

with Blackstone's terrific Table Promotion" ...wires L. Goldberg, Gen. Mgr. M. Goldberg & Sons, Syracuse, N. Y.



YOU CAN CASH-IN TOO, ON BLACKSTONE'S HISTORY MAKING PROMOTIONS!

See your Blackstone distributor today about Blackstone's latest traffic-building, sales-making promotion.

BLACKSTONE BACKS THE DEALER ALL THE WAY!

- HARD-SELL ADS IN NATIONAL MAGS!
- LEAD-PRODUCING DIRECT MAIL!
- TRAFFIC-BUILDING NEWSPAPER ADS!
- PROFIT-TESTED DEALER KITS!
- SALES-MAKING PROMOTIONS!
- EYE-APPEALING WINDOW STREAMERS!
- INTEREST-MAKING PUBLICITY!

Blackstone

Jamestown, New York

AMERICA'S OLDEST MANUFACTURER OF HOME LAUNDRY APPLIANCES

See how the COOLERATOR food plan pays off!



FA 140—ideal for the average family.

IN JUST ONE WEEK—

ONE DEALER SOLD 11 COOLERATOR FREEZERS

ANOTHER SOLD 24

A THIRD SOLD 45!*

Here's proof where it counts—right in the dealer's pocket—that the Coolerator Food Plan pays off! It's a believable, flexible, workable plan that gets sales moving and then helps clinch them. It's your best weapon against flash "food plan" promotions that try to skim the cream off the freezer market. Get the details on this fantastically successful selling plan from your distributor *now!*

**Dealers' names furnished on request.*

EVERY PRACTICAL MERCHANDISING AID YOU NEED—ALL WRAPPED UP IN COOLERATOR'S PLAN FOR ACTION—TO MAKE SALES FOR YOU!

- Dramatic full-color national advertising
- Sound slide films
- Bake and Freeze Demonstration Program
- Posters, booklets, floor displays
- Part-Time Housewife Promotion with a full-color film and idea-packed consumer booklet
- Co-op advertising
- X-Ray Hidden Feature Presentation
- Outdoor posters, Radio and TV spots
- Wall hanger posters

AND—the tested, proven, successful Coolerator Food Plan that HELPS and PROTECTS appliance dealers, does not by-pass them! PLUS a retail salesman's Food Plan Presentation that sells the customer on the spot.

All this, *plus* the 24 selling features that only Coolerator has, adds up to a program that is dramatic—that sells freezers in big volume. Call your Coolerator distributor today and start making money selling Coolerator freezers now.

Watch for Coolerator's 4-color advertising in

Better Homes and Gardens
Saturday Evening Post
Good Housekeeping
Ladies' Home Journal
McCall's
Sunset
Farm Journal
Successful Farming
Progressive Farmer
Household
Small Homes Guide

Coolerator

ELECTRIC REFRIGERATORS, RANGES AND FREEZERS

Find out for *yourself*—now—how Coolerator's Food Plan can go to work for you! Full details on food sources, financing, dealer helps, publicity. Write today—let this dealer-tested program start paying off for you.

The Coolerator Company
Duluth 1, Minn.

Please send me "How to Make Money Selling Coolerator Freezers with the Coolerator Food Plan."

*Name*_____

*Firm*_____

*Address*_____

*City*_____ *Zone*____ *State*_____

A quick look at the situation, since the lifting of the FCC freeze, on transmitters, new station licensing, VHF and UHF channels, receiver inventories and sales, community antennas and color

Electrical Merchandising

By **W. W. MacDonald**, *Executive Editor, Electronics*
Consulting Editor, Electrical Merchandising

TELEVISION will continue to be a leader in the home appliance business for at least three years. Whether you define the word "leader" as the dictionary does or in the hard-boiled merchandising sense depends upon several factors, chiefly geographical location.

Where there has been no TV service because of the licensing freeze, customers not too demanding of a dollar will quickly clean out stocks as stations come on the air. Where service has offered little program choice and additional stations are added there will be an upturn in demand, but it will not be so spectacular and there will be more shopping for price. Where service already provides variety and is left alone or even modestly expanded, sales will be largely replacement and the customer will continue to squeeze the eagle.

THE TRANSMITTER PICTURE

Hard up for manpower when the freeze was lifted, the Federal Communications Commission succeeded in prying $300,000 out of a reluctant Congress. Not exactly peanuts, this sum is apparently still not enough to materially speed up the processing of TV station applications. In the first month the Commission secured favorable publicity by moving with unexpected speed. In the second month it appeared to be resting a little on its oars, either because it needed a breather after the initial spurt or because it had started to encounter sticky competitive application problems. Resumption of licensing at a pace suited to the long pull ahead is expected in September.

Unexpected Development

First new VHF licenses to be issued went to big high-priority cities without existing service. Licensees in several instances surprised everyone by asking for, and getting, permission to open up almost at once with lower power than their grants called for. FCC is not enthusiastic about this development because it brings much closer the day when policing facilities will have to be provided on a larger scale, but having let down the bars to this extent, will find it difficult to turn down others filing similar requests. The Commission may later insist that full licensed power be arranged for in short order. Meanwhile, new licensees with a lot of imagination have found a way to spread out their initial financial investment, avoid some holdups on delivery of high-power VHF final amplifiers and get around the shortage of tall towers by using temporary antennas.

Applications for licenses to operate television stations on the as yet commercially untried UHF channels have been rolling into Washington at a gratifying rate. Many are being issued to people who sincerely believe that future development of the TV market will be largely up in this part of the spectrum. Others are going to those who choose to avoid costly and time-consuming litigation with competitors seeking assignments on the older VHF channels. Should the FCC look with favor upon requests for permission to operate UHF stations temporarily at low power levels, which seems likely, then the UHF timetable too can be speeded up very much indeed. High-power final amplifiers for UHF television transmitters are hard to come by and, because of design problems, are unlikely to be plentiful for at least another year.

No Great Problem

Judging by the receptivity of potential licensees to the UHF idea, it is a good guess that where areas do not now have any television service the public will go for it like a ton of bricks and not care much, even if it understands the difference, whether the service is VHF or UHF. Where there already is VHF service and UHF stations are added it is an open question how many people will lay out how much money for supplemental service. The best answer is probably that some people will lay out some additional money, just as they did to receive FM radio stations, but that the extra take by the dealer in such areas will not be large. There will be many places where provision for UHF as well as VHF reception in a receiver may be

(*Continued on page 252*)

What's Going to Happen to TV Sales?

1...Nationally

The rush to get in on the ground floor of new areas for TV sales looks just like it did in '48, but this time there is an awareness among dealers that booms don't last forever and the industry looks to bigger fringe areas, new stations in old areas and replacement sales as well as to new markets for an eventual growth to over 50,000,000 sets

By ROBERT W. ARMSTRONG

DESPITE some starry-eyed predictions of an endless bonanza of unlimited sales, the TV industry as a whole is taking the opening of new markets in its stride, moving hurriedly and competitively, it is true, but with an improved understanding of the problems and even with the hope that some past mistakes will not be repeated.

Dealers and distributors in cities like Denver, Colo.; Flint, Mich.; Lima, Ohio; and Chattanooga, Tenn., have watched with something like horror the 1951 inventory glut which upset the economic digestions of merchants in New York, Philadelphia and other old TV cities; they've heard the stories about too-frequent model changes and vicious price-cutting; they have seen the figures revealing slim discounts; they have sympathized with service headaches. So they know that TV merchandising, despite its obvious allures, is not necessarily a gravy train.

Since July 11, when the FCC granted the first 18 construction permits after 3½ years of freeze, broadcasters have been engaged in a frenetic rush to get on the air and manufacturers have been dispatching special crews to favored cities to insure their share of the market. But these same manufacturers still expect that 1952 sales will be between 4,500,000 and 5,000,000 sets, and no less an authority than Frank Mansfield, Sylvania's director of sales research, believes that declining sales in highly saturated areas will offset nationally any gains made by new markets.

More optimistic is Dr. Allen B. DuMont, who says: "At present there are almost 18,000,000 sets in use. Until recently, it was thought that by the end of 1957 there would be 40,000,000 sets in use. Now additional surveys and information indicate that the figure may easily top 50,000,000." However, an increase of 10,000,000 sets in five years means a yearly increase of only 500,000 sets, which, assuming many new stations on the air, certainly is not overwhelming.

Pattern Already Set

There is no reason to expect, says Mansfield, that the pattern of TV sales in newly opened areas will differ substantially from that set in the cities which got their stations back in the early post-war period. Dr. W. R. G. Baker, G-E's vice-president and general manager for the Electronics Division, agrees that the pattern will be similar, but he feels with E. A. Holsten of Motorola that, because of better programming and broadcasting and metamorphosis of TV from a novelty to a necessity, initial sales will be more rapid. A survey conducted by Motorola, Inc., in Rockford, Ill., and Denver, Colo., revealed 11 percent of the respondents who said they would buy a set even before their new stations went on the air and 49 percent who said they would buy within six months after the stations went into operation.

Areas soon to be included in the hectic fold of TV retailing will not, of course, face all conditions identical to older marketing territories. They will not have to enter the market with seven-inch screens and sets of somewhat doubtful quality. They will not be forced to discover reception characteristics by lengthy trial and error. Dealers in these new zones of reception will be able to start their TV stocks with a rule of thumb on inventory, knowing that, in general, table models comprise about 42 percent of sales, consoles and consolettes about 52 percent, and TV-phono combinations about 6 percent. They will know, too, that today's most popular screen sizes are in the 17- and 21-inch range, but they'll keep an eye on 24-inch tubes, currently accounting for less than five percent of the market, in case they should begin to catch on.

They will know, also, that television sales are as subject to seasonal factors as radio, at least after the first boom is over. And pre-broadcasting education by manufacturers and distributors will do much to minimize costly errors in promotion, planning, sales strategy and servicing.

But, most important, they will be able to read from the history of television in older areas what is most likely to happen in their own markets.

The experience of Johnstown, Pa., might well be closely paralleled in Lima, Ohio. Up through July 1, 1949, Johnstown had no television. On October 1 of that year it had 5,000 sets. By October 1 of 1950, the total sets in use had jumped to 37,800. This more than doubled by the next April and on October 1, 1951, some 112,000 sets were in operation. So, applying the figures to Lima, a city of similar size, it can be predicted that approximately 35,000 TV receivers will be sold there in the first year after it gets its own TV station.

Dealer Predictions

In this example, at least, Lima dealer predictions of sales agree with the projection. Raymond Kruse, co-owner of Hoover Appliance there, estimates that 35,000 sets will be sold in the first year. Carl McMillen, of McMillen Appliances, puts the figure at around 30,000.

During the second year on the air Johnstown dealers sold, according to NBC figures, 74,200 sets. It would seem reasonable, therefore, that Lima, Ohio, merchants should turn a similar volume.

Surprisingly, many cities which are not theoretically in areas where any kind of reception can be obtained already have a substantial number of

GROWTH OF TELEVISION OWNERSHIP IN FIFTEEN REPRESENTATIVE AMERICAN CITIES

✓ Indicates Approximate Initial Operation Date of Individual Station. * Sets in Use.

City & State	No. of Stations in Operation	January 1948	July, 1948 and % Increase	January, 1949 and % increase	July, 1949 and % Increase	January, 1950 and % Increase	July, 1950 and % Increase	January, 1951 and % Increase	July, 1951 and % Increase	January, 1952 and % Increase	July, 1952 and % Increase
Atlanta, Georgia	3	* —	✓Sept. 1948 —	✓Mar. 1949 5,000	12,500 +150.0	22,300 + 78.4	✓Sept. 1951 43,800 + 96.4	86,200 + 96.8	119,000 +38.0	152,000 +28.0	180,000 +18.4
Baltimore, Maryland	3	✓Oct. 1947 ✓Mar. 1948 *3,100	✓Nov. 1948 12,500 +303.2	35,600 +184.8	66,800 + 87.6	124,000 + 85.6	178,000 + 43.5	265,000 + 48.8	304,000 +14.7	358,000 +17.7	396,000 +10.6
Buffalo, New York	1	* —	✓May, 1948 3,100	9,900 +219.3	25,200 +154.5	62,200 +146.8	102,000 + 63.9	171,000 + 67.6	207,000 +21.0	248,000 +19.8	274,000 +10.5
Dayton, Ohio	2	* —	—	✓Feb. 1949 ✓Mar. 1949 —	8,300	31.300 +277.1	71,000 +126.8	107,000 + 50.7	131,000 +22.4	170,000 +29.7	192,000 +12.9
Johnstown, Pennsylvania	1	* —	—	—	✓Sept. 1949 —	11,500	24,200 +110.4	61,300 +153.3	101,000 +64.7	133,000 +31.6	159,000 +19.5
Louisville, Kentucky	2	* —	✓Nov. 1948 —	3,000	8,100 +170.0	✓Mar. 1950 20,600 +154.3	35,000 + 69.9	73,300 +109.4	93,300 +27.2	122,000 +30.7	143,000 +17.2
New York, N.Y. (✓July, 1941 ✓May, 1944 ✓Jul. 1947) 43,600	6	*122,500 +180.9	✓June, 1948 ✓Aug. 1948 215,000 + 75.51	410,000 + 90.6	✓Oct. 1949 685,000 + 67.1	1,015,000 + 48.2	1,410,000 + 38.9	2,050,000 + 45.3	2,435,000 +11.8	2,720,000 +11.2	3,040,000 +11.8
Omaha, Nebraska	2	* —	—	—	✓Aug. 1949 ✓Sept. 1949 —	12,400	24,400 + 96.7	55,800 +128.6	79,900 +43.1	112,000 +40.1	133,000 +18.8
Pittsburgh, Pennsylvania	1	* —	—	✓Jan. 1949 —	22,000	64,000 +190.9	121,000 + 89.0	212,000 + 75.2	310,000 +46.2	358,000 +15.4	465,000 +30.0
St. Louis, Missouri	1	✓Feb. 1947 *3,100	8,100 +161.3	15,500 + 91.3	35,000 +125.8	77,800 +122.3	141,000 + 81.2	239,000 + 69.5	297,000 +24.2	363,000 +22.2	407,000 +12.1
Utica, New York	1	* —	—	—	✓Dec. 1949 —	5,600	16,500 +194.6	33,000 +100.0	45,200 +37.0	64,000 +41.6	73,000 +14.1
Chicago, Ill. (✓Sept. 1946 ✓Jul. 1947) 3,000	4	✓Apr. 1948 *13,200	✓Sept. 1948 31,700 +140.1	✓Jan. 1949 52,000 + 64.0	163.000 +213.4	337,000 +106.7	545,000 + 61.7	830,000 + 52.2	940,000 +13.2	1,090,000 +15.9	1,185,000 + 8.7
Houston, Texas	1	* —	—	✓Jan. 1949 2,500	6,500 +160.0	13,000 +100.0	27,700 +113.0	59,300 +114.0	82,200 +38.6	161,00 +41.1	160,000 +37.9
New Orleans, Louisiana	1	* —	✓Dec. 1948 —	3,500	4,600 + 31.4	14,300 +210.8	29,300 +104.9	47,200 + 61.1	58,600 +24.2	78,400 +33.7	102,000 +30.1
Seattle, Washington	1	* —	✓Nov. 1948 —	2,100	7,500 +257.1	19,700 +162.6	31,500 + 59.9	63,100 +100.3	87,500 +38.6	125,000 +42.8	155,000 +24.0

Set ownership figures based on National Broadcasting Co. estimates. Percentage represents gain over previous six months period.

TV sets in use. For example, says Sylvania Electric, at the end of 1951 there were in its Lima trading area 12,591 TV homes. Similarly, Portland, Me., was credited at the same time with 8,915 TV homes, Tampa, Fla., with 6,306, Concord, N. H., with 2,878. Because of this pre-TV saturation, says Sylvania's Frank Mansfield, many cities will already have a replacement market when they get their own stations. Two dealers in Lima, one of the cities still without a station, claim that they have already started replacement selling. Dealers in some other cities feel that replacement sales are anywhere from two to four years away.

No Gold Rush

As for individual sales after they get stations, dealers seem to make conservative estimates. For example, a Kokomo, Ind., department store, H. J. Schrader & Co., now sells about 200 sets a year, expects this to jump to between 500 and 600 during the first year of station operation, 600 the second, and perhaps 800 the third. The Liniger Co. of Marion, Ind., expects to sell 100 the first year, 250 the second, and 500 the third. A big Fort Wayne distributor estimates sales of 3,000 the first year, 1,500 the second, 800 the third.

The trend in sales will vary, of course, from market to market, but in general W. R. G. Baker's rule of five or six percent of the market per quarter will probably apply. "If there were 200,000 families in a television market," he says, "they purchased receiving sets at the average rate of 10,000 to 12,000 sets a quarter or 40,000 to 48,000 sets annually to a point where about 65 percent to 70 percent of the families owned a set. Beyond this point the sales rate seems to taper off to 2½ percent or 3 percent a quarter to where about 80 percent of the families own sets."

When Does the Boom Stop?

Dr. Baker points out, however, that 80 percent is by no means a final saturation figure. "It is possible," he declares, "that the sales rate may increase after passing the 80 percent point due to 'new families', replacements, added stations, increased transmitter power to give better fringe reception, improvement in sets, etc. . . . More sets were sold per year after virtually every home had a radio. It should be noted that in the present television markets almost 18 percent of all television receiving set sales are made to previous owners. Of this 18 percent approximately four percent keep the set they have and thus become second-set owners."

Second-set sales have not yet come easily for most dealers, even those in the most highly saturated areas. Cunningham & Walsh, in its fifth Videotown survey, reports that "The growth in set ownership from 1.4 percent on January 1, 1948, to well over 60 percent today has exhausted the new owner prospects in Videotown (New Brunswick, N. J.) faster than replacement and second set markets could be developed. A similar situation is found in other multiple station areas. Sales in 1951 were 32 percent less than in 1950; the prospect for this year is for another 16 percent decrease. In 1951 sales were made up of 85 percent new owners, 15 percent replacements. The reduced volume in 1952 will be composed of 78 percent new owners and 22 percent replacements. . . . Last year less than one percent of the families had a second set; this year it is about 2 percent." It seems apparent from this that dealers in cities which will be new TV areas need not count on any substantial volume of second-set sales for several years.

Perhaps the greatest danger in the opening of new markets, says Sylvania's Mansfield, is the tendency to overestimate the duration of the boom. Sad experience in older TV areas would seem to be warning enough, but Mansfield points out that the end of big volume comes much sooner than is generally expected. Using Denver as an example, he says that it would take only four years to achieve a 50 percent saturation of the trading area's 232,000 radio homes at a sales rate of 30,000 sets a year.

However, he does not minimize the future importance of replacement sales to the dealer. "New York has a replacement market alone of 200,000 sets a year," he declares, basing the estimates on an approximate total ownership of 2,000,000 sets replaced every ten years. He estimates further that some 300,000 sets will need to be replaced in the nation this year, 800,000 in 1953, 1,500,000 in 1954, 2,200,000 in 1955, 2,900,000 in 1956, and 4,200,000 in 1961. His estimates of the number of sets in use at the end of each of these years, more conservative than Dr. Du Mont's, are as follows:

1952	19,800,000
1953	24,000,000
1954	28,200,000
1955	32,200,000
1956	36,600,000
1961	47,700,000

He expects that in both 1952 and 1953 about 5,000,000 sets will be sold. In 1954 he looks for an increase to 5,700,000 and in 1955 a jump to 6,200,000. A sales peak of 7,000,000 may be reached in 1956, he predicts, with a decline to 6,500,000 in 1961.

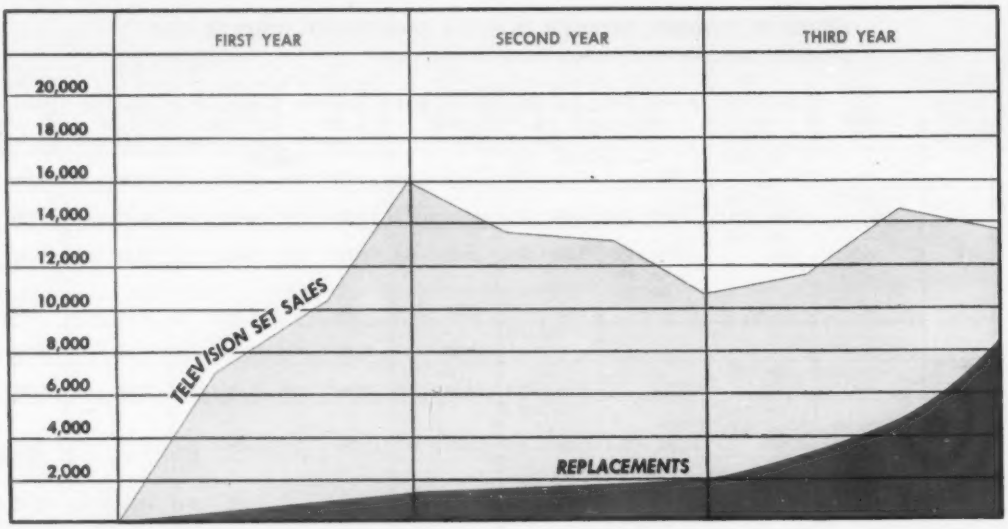
100% Saturation

The percentage of saturation in any given market area depends, Mansfield believes, on how early and how hard TV hit that area. He has arbitrarily

(Continued on page 256)

CHATTANOOGA PREDICTS ITS TV SALES

Population 166,000—Total Dealers 54



What's Going to Happen to TV Sales?

2...In A Specific Market

To find out what merchants in one typical city expect to do and get when TV arrives, ELECTRICAL MERCHANDISING talks to 42 dealers and 12 distributors in Chattanooga, Tenn., and discovers that they already know most of the answers

WHAT can the dealer look forward to in the way of set sales when telecasting makes its advent in his city? What can he expect in the way of competition, public acceptance, sales problems, distribution, replacements?

To find the answer to these and other questions, ELECTRICAL MERCHANDISING selected an average American city, Chattanooga, Tenn., for a survey and market report on prospects for TV sales when a telecasting station becomes a reality for the city.

It might be pointed out that Chattanooga was chosen as the "guinea pig" because it is a typical American city, 63rd in size in the United States and with a population of 166,000, which places it in the category of the first 16 new American cities which get FCC approval of TV stations. Yet Chattanooga, with station construction held up because of FCC hearings, is thus free to reply without prejudice, on its future prospects.

There are 54 major appliance dealers in Chattanooga, not including jewelry shops, novelty shops and minor sales outlets. This figure breaks down as follows:

Furniture stores	21
Specialty dealers	19
Chain and mail houses	5
Department stores	4
Hardware stores	3
Coal and lumber dealers	1
Others	1

(One specialty dealer operates four stores, another two stores.)

There are 20 distribution houses in Chattanooga, not including out-of-the-city distributors who serve the city area. There is one utility, the Electric Power Board, which is city-owned and operated and does not merchandise. The city has a strong Electric League, a retail merchants' association, furniture dealers' association and hardware dealers' association.

It was to these sources that ELECTRICAL MERCHANDISING went to find the answers provided below in its market survey. Forty-two retailers and 12 distributors were interviewed, along with the Power Board sales manager and Electric League secretary. Answers to the following questions, it is felt, provide a pretty good idea of what the dealer in an average American city may expect when a telecasting station comes to his city.

1. How many dealers will sell television?

Of the 54 outlets operating at present, the 25 which are already selling television sets have sold an estimated 6,500 sets. Fifteen of these 25 dealers, and two distributors, express the opinion that this does not mean "the cream of the crop" has been skimmed off, nor that the demand will be any less when telecasting comes in. The remaining 29 dealers who are not yet handling television show varied opinions about taking on a TV line at that time. Of these, 17 definitely plan to merchandise TV, but the other 12 are not certain, or could not be contacted for an expression. However, as officials of the Electric Power Board point out, the practice of "getting on the bandwagon" probably will make the sale of TV sets unanimous.

2. How many sets do dealers expect to sell during the first year of telecasting in Chattanooga? During the second and third years?

Three of the 54 retailers are at present selling in the half-million dollar class or better, for all appliances. Two of these three dealers, all of whom are now selling TV sets on a casual basis, confidently express themselves that their sale of sets during the first year of telecasting should run from 4,000 to 5,000 sets. This seems to be in proportion to their own success, since the great majority of re-

(Continued at bottom of page 256)

Table Radios Get The "New Look"

Modern styling and design is fast helping to obsolete small radio sets flooding dealers' repair shops



MAN who brings in old radio for repairs at Gabe's learns that it is beginning to look obsolete, and he would be better off with a new set.

OLD radios, like old soldiers, never die, in the opinion of Jim Earle, of the Woodlawn Music Co., in Chicago. "They simply fade away," he says.

"As long as the owner of a table radio can get the baseball game over it," he says, "he doesn't seem to care how squeaky it is, or how shabby the set looks. Many a table radio is standing around with its behind sticking out, its shell cracked, and its built-in aerial all zigzag. Still it continues to be used by the owner, and the only way a radio dealer can turn a penny is by repairing it."

New Approach to Obsolescence

This situation, which prevails all over the country, according to radio manufacturers, is being met by a new approach—styling.

The experience of the Telechron clock people probably paved the way. At Telechron, some of the more ambitious young designers wanted to try new designs, but were opposed by veterans who said that people looked a clock in the face only to tell the time. Finally, a trial run of new designs was made at Hartford, Conn., at one store. The new "dressmaker" clock faces set a record. They outsold the older conventional models ten to one. So revolutionary was the effect of styling that Telechron adopted it wholeheartedly and new models have come out as regularly as new styles in dresses ever since.

With the idea of obsoleting old table radio, new models with rounded shoulders, vivid colors, were put on the market with the thought of making the older, conventional rectangular table radio as quaint looking as the dodo. There has been little change in the mechanism of table radio, so it was felt that the best way to cause a change was through a design and color approach.

Set up on a bar, the mass display of color and design gives the table radio a punch that it rarely has had before.

Catches Women's Attention

Quick to notice the change has been Gabe's Appliance Shop, Green Bay, Wis. An old radio rapair man himself, Gabriel Medress grew into the appliance business from the service end, and has been unique in carrying one of the largest stocks of table radios in the northern part of Wisconsin. He moves about a 1,000 units a year, and has been doing it since the end of the war. His idea is to make his store a table radio headquarters, where everyone will come first for a look-see at least.

Style Does the Trick

"People still continue to have the old ones repaired and repaired," he says, "and rarely throw them away. But the day has come when they want additional radios for the home, and possibly one for every room, and the shabbiest set gravitates gradually downstairs to the basement. Then, when they go shopping the display makes them style conscious and they buy something different in design. Colors particularly have an effect, as women want sets that match up the decor of their rooms. Radios are largely bought as an extra set for another room, or as a gift and a stunning appearance adds to the effect. Farmers in rural areas who buy table radios to give them the news and market prices are not so particular, but the new styling has a great effect with women."

At any time of call, Gabe's (who uses his nickname as the title of his store) has 100 table radios on the shelves. Real closers to these deals, he says, is the fact that up to two weeks' time he gives the purchaser an exchange privilege, permission to exchange the radio bought for something different, usually higher priced.

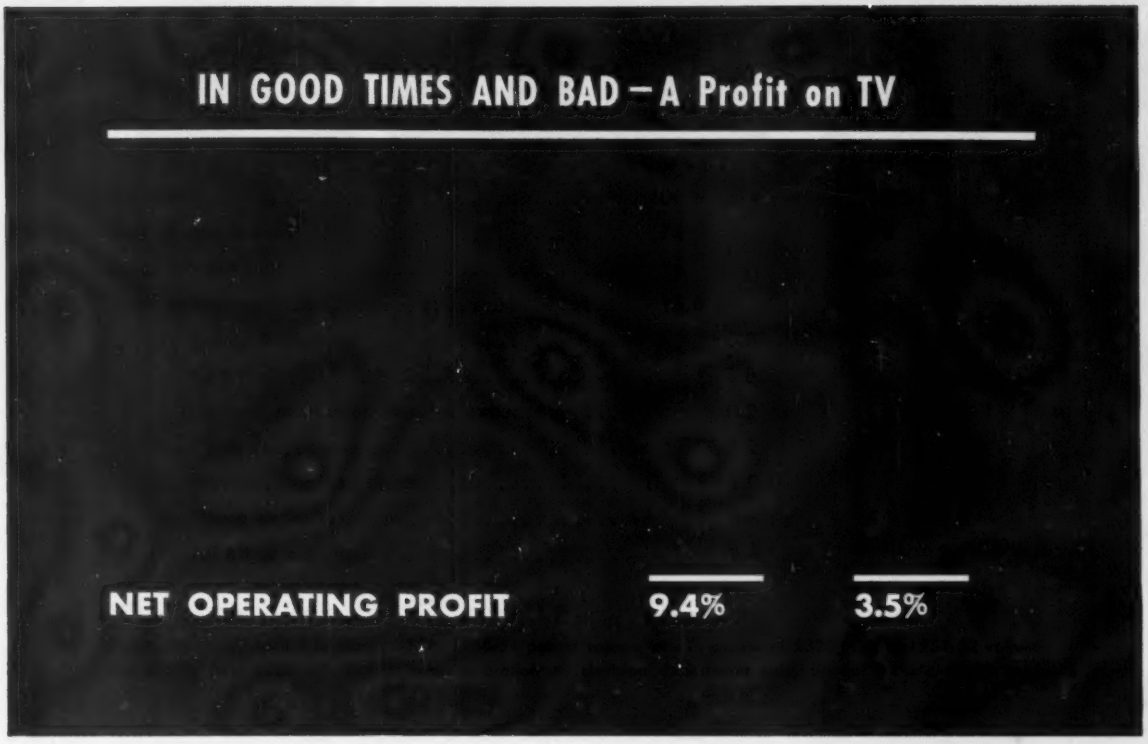
White Does Best

The Crosley Corp., which is said to have originated the color trend, already has a breakdown on the popularity of the different colors. In fact, this firm calls one of its members the "Coloradio," and the experience of the house, has been that different colored radios move in this ratio: white, 40% of sales; chartreuse, 15%; maroon, 15%; ebony, 10%; aqua, 10%, and green, 10%. In all, there are 31 colors in the line, but this is the way they predominate. The public believes that gold as a color gives a costly effect, and numbers produced in this hue bring a higher price. *End*

TV Stations and Saturation

State	City	Station Call Letters and Network Affiliations	No. of Stations	No. Sets in Use*	Estimated Saturation
Alabama	Birmingham	WAFM-TV (ABC, CBS, Dumont)	2	114,000	42.9
Alabama	Birmingham	WBRC-TV (NBC)			
Arizona	Phoenix	KPHO-TV (ABC, CBS, NBC, Dumont)	1	39,600	33.8
California	Los Angeles	KECA-TV (ABC)	7	1,215,000	71.6
California	Los Angeles	KHJ-TV			
California	Los Angeles	KLAC-TV			
California	Los Angeles	KNBH (NBC)			
California	Los Angeles	KNXT (CBS)			
California	Los Angeles	KTLA			
California	Los Angeles	KTTV (Dumont)			
California	San Diego	KFMB (ABC, CBS, NBC, Dumont)	1	119,000	63.6
California	San Francisco	KGO-TV (ABC)	3	414,000	41.9
California	San Francisco	KPIX (CBS, Dumont)			
California	San Francisco	KRON-TV (NBC)			
Colorado	Denver	KFEL-TV	1	Not Available	
Connecticut	New Haven	WNHC-TV (ABC, CBS, NBC, Dumont)	1	298,000	58.1
Delaware	Wilmington	WDEL-TV (NBC, Dumont)	1	110,000	75.7
Dist. of Columbia	Washington	WMAL-TV (ABC)	4	377,000	76.7
Dist. of Columbia	Washington	WNBW (NBC)			
Dist. of Columbia	Washington	WTOP-TV (CBS)			
Dist. of Columbia	Washington	WTTG (Dumont)			
Florida	Jacksonville	WMBR-TV (ABC, CBS, NBC, Dumont)	1	60,000	49.3
Florida	Miami	WTVJ (ABC, CBS, NBC, Dumont)	1	96,100	47.5
Georgia	Atlanta	WAGA-TV (CBS, Dumont)	3	180,000	41.7
Georgia	Atlanta	WLTV (ABC)			
Georgia	Atlanta	WSB-TV (NBC)			
Illinois	Chicago	WBKB (CBS)	4	1,185,000	67.6
Illinois	Chicago	WENR-TV (ABC)			
Illinois	Chicago	WGN-TV			
Illinois	Chicago	WNBQ (NBC)			
Illinois	Rock Island①	WHBF-TV (ABC, CBS, Dumont)	1	123,000	60.5
Indiana	Bloomington	WTTV (ABC, CBS, NBC, Dumont)	1	170,000	77.3
Indiana	Indianapolis	WFBM-TV (ABC, CBS, NBC, Dumont)	1	244,000	
Iowa	Ames	WOI-TV	1	89,200	42.1
Iowa	Davenport①	WOC-TV (NBC)	1	123,000	60.5
Kentucky	Louisville	WAVE-TV (ABC, NBC, Dumont)	2	143,000	56.8
Kentucky	Louisville	WHAS-TV (CBS)			
Louisiana	New Orleans	WDSU-TV (ABC, CBS, NBC, Dumont)	1	102,000	35.6
Maryland	Baltimore	WAAM	3	396,000	83.4
Maryland	Baltimore	WBAL-TV (NBC)			
Maryland	Baltimore	WMAR-TV (CBS)			
Massachusetts	Boston	WBZ (NBC)	2	911,000	81.2
Massachusetts	Boston	WNAC-TV (ABC, CBS, Dumont)			
Michigan	Detroit	WJBK-TV (CBS, Dumont)	3	704,000	74.2
Michigan	Detroit	WWJ-TV (NBC)			
Michigan	Detroit	WXYZ-TV (ABC)			
Michigan	Grand Rapids	WOOD-TV (ABC, CBS, NBC, Dumont)	1	137,000	73.5
Michigan	Kalamazoo	WKZO-TV (ABC, CBS, NBC, Dumont)	1	145,000	
Michigan	Lansing	WJIM-TV (ABC, CBS, NBC, Dumont)	1	101,000	46.1
Minnesota	Minneapolis-St. Paul	KSTP-TV (NBC)	2	320,000	69.5
Minnesota	Minneapolis-St. Paul	WTCN-TV (ABC, CBS, Dumont)			
Missouri	Kansas City	WDAF-TV (ABC, CBS, NBC, Dumont)	1	214,000	46.2
Missouri	St. Louis	KSD-TV (ABC, CBS, NBC, Dumont)	1	407,000	68.2
Nebraska	Omaha	KMTV (ABC, CBS, Dumont)	2	133,000	59.2
Nebraska	Omaha	WOW-TV (NBC)			
New Jersey	Newark	WATV	1	In N.Y. Metropolitan Area not separately classified.	
New Mexico	Albuquerque	KOB-TV (ABC, CBS, NBC, Dumont)	1	17,300	34.7
New York	Binghamton	WNBF-TV (ABC, CBS, NBC, Dumont)	1	80,000	36.4
New York	Buffalo**	WBEN-TV (ABC, CBS, NBC, Dumont)	1	274,000	76.6
New York	New York	WABD	6	3,040,000	71.6
New York	New York	WCBS-TV (CBS)			
New York	New York	WJZ-TV (ABC)			
New York	New York	WNBT (NBC)			
New York	New York	WOR-TV			
New York	New York	WPIX			
New York	Rochester	WHAM-TV (ABC, CBS, NBC, Dumont)	1	151,000	73.6
New York	Schenectady	WRGB (ABC, CBS, NBC, Dumont)	1	216,000	64.9
New York	Syracuse	WHEN (ABC, CBS, Dumont)	2	168,000	76.9
New York	Syracuse	WSYR-TV (NBC)			
New York	Utica	WKTV (ABC, CBS, NBC, Dumont)	1	73,000	62.1
North Carolina	Charlotte	WBTV (ABC, CBS, NBC, Dumont)	1	150,000	39.2
North Carolina	Greensboro	WFMY-TV (ABC, CBS, NBC, Dumont)	1	91,000	31.2
Ohio	Cincinnati	WCPO-TV (ABC, Dumont)	3	329,000	77.2
Ohio	Cincinnati	WKRC-TV (CBS)			
Ohio	Cincinnati	WLWT (NBC)			
Ohio	Cleveland	WEWS (CBS, ABC)	3	629,000	70.1
Ohio	Cleveland	WNBK (NBC)			
Ohio	Cleveland	WXEL (ABC, CBS, Dumont)			
Ohio	Columbus	WBNS-TV (CBS)	3	216,000	62.8
Ohio	Columbus	WLWC (NBC)			
Ohio	Columbus	WTVN (ABC, Dumont)			
Ohio	Dayton	WHIO-TV (ABC, CBS, Dumont)	2	192,000	68.3
Ohio	Dayton	WLWD (NBC)			
Ohio	Toledo	WSPD-TV (ABC, CBS, NBC, Dumont)	1	191,000	60.1
Oklahoma	Oklahoma City	WKY-TV (ABC, CBS, NBC, Dumont)	1	92,300	38.2
Oklahoma	Tulsa	KOTV (ABC, CBS, NBC)	1	77,500	42.3
Pennsylvania	Erie	WICU (ABC, CBS, NBC, Dumont)	1	84,700	54.3
Pennsylvania	Johnstown	WJAC-TV (ABC, CBS, NBC, Dumont)	1	159,000	47.0
Pennsylvania	Lancaster	WGAL-TV (ABC, CBS, NBC, Dumont)	1	155,000	73.1
Pennsylvania	Philadelphia	WCAU-TV (CBS)	3	1,062,000	76.5
Pennsylvania	Philadelphia	WFIL-TV (ABC, Dumont)			
Pennsylvania	Philadelphia	WPTZ (NBC)			
Pennsylvania	Pittsburgh	WDTV (ABC, CBS, NBC, Dumont)	1	465,000	59.8
Rhode Island	Providence	WJAR-TV (ABC, CBS, NBC, Dumont)	1	222,000	54.6
Tennessee	Memphis	WMCT (ABC, CBS, NBC, Dumont)	1	137,000	50.2
Tennessee	Nashville	WSM-TV (ABC, CBS, NBC, Dumont)	1	70,900	27.7
Texas	Brownsville②	XELD-TV (ABC, CBS, NBC, Dumont)	1	10,900	14.0
Texas	Dallas	KRLD-TV (CBS)	2	177,000	43.2
Texas	Dallas	WFAA-TV (ABC, NBC, Dumont)			
Texas	Fort Worth	WBAP-TV (ABC, NBC)	1		
Texas	Houston	KPRC-TV (ABC, CBS, NBC, Dumont)	1	160,000	47.3
Texas	San Antonio	KEYL (ABC, CBS, Dumont)	2	84,700	48.6
Texas	San Antonio	WOAI-TV (NBC)			
Utah	Salt Lake City	KDYL-TV (NBC)	2	75,000	81.9
Utah	Salt Lake City	KSL-TV (ABC, CBS, Dumont)			
Virginia	Norfolk	WTAR-TV (ABC, CBS, NBC, Dumont)	1	118,000	50.9
Virginia	Richmond	WTVR (NBC)	1	132,000	82.2
Washington	Seattle	KING-TV (ABC, CBS, NBC, Dumont)	1	155,000	35.7
West Virginia	Huntington	WSAZ-TV (ABC, CBS, NBC, Dumont)	1	87,000	41.9
Wisconsin	Milwaukee	WTMJ-TV (ABC, CBS, NBC, Dumont)	1	341,000	82.8
Total United States			**110**	**18,230,200**	**63.4%**

*National Broadcasting Company estimates, July 1, 1952.
**Does not include 37,000 sets in Canada reached by Detroit station.
***Does not include 59,000 sets in Canada reached by Buffalo station.
①Figures for Davenport, Rock Island, Moline combined.
②Does not include sets in Mexico reached by Brownsville station.



HOW TO MAKE A PROFIT ON TV

The record above shows that despite the television dealer's very real problems, it is possible to make a profit. But how do you do it? How does Central Appliance of Palo Alto, Calif., do it? Here, in a 10-page photostudy, *Electrical Merchandising* presents what it believes to be the important answers

The First of Two Articles
By HOWARD J. EMERSON

EVERY television retailer knows the problems posed by low discounts, frequent model changes, cut-price competition, and service operations. And his constant complaint, "You can't make any money on TV", frequently gets additional support from the factors of already-high saturation and the consumer's hesitancy to buy before he can get a set with color or, at the very least, UHF.

But despite these problems and uncertainties, many dealers have been making a consistent TV profit. A good example is Central Electric Appliance Co., a middle-sized TV-appliance operation in Palo Alto, Calif., where in its fiscal year ending March 31, 1952, it made a net profit of 3.5 percent on slightly over $225,000 in television sales alone. The figure compares more than favorably with the 2.9 percent overall net profit reported as average in NARDA's sixth annual Cost of Doing Business survey.

In the previous year, which included the boom period of six months following the start of the Korean situation, Central netted 9.4 percent on gross TV sales of over $325,000.

Central has made this success in television without price-cutting, exorbitant trade-ins, or free installation and service offers. Since television broadcasting came to the San Francisco Bay Area in December, 1948, Central has been merchandising in an area 36 miles south of San Francisco in competition with the SF giants—Hale's, Sherman Clay, Emporium, Macy's, in competition with more than 12 local dealers, and in competition with the usual high-pressure price cutting operations, discount houses and back-door outlets common to most metropolitan areas.

Television retailing methods at Central Electric warrant attention because they avoid the spectacular. While sales methods and operations at Central always consider that television is an entertainment medium in which the element of showmanship is inherent, this concern has steered clear of "carnival showmanship". More important in the success of Central Electric is the breadth of its merchandising operation—its aim to "present the right goods at the right price to the right people through the right merchandising methods". To achieve this aim and to realize the profit that has been produced each year, the management of Central Electric applied every type of TV selling that showed promise of success in its particular market area.

Good Example for Broad Picture

Because the Central Electric operation represents to new and old dealer alike both an example of financial success and a broad picture of the many merchandising methods that may be needed to produce a profit, ELECTRICAL MERCHANDISING spent six weeks analyzing and picturing what Central Electric Co. is doing or has done in merchandising television receivers. Through the co-operation of owner Everett Carlson, co-owner and manager Jack Miles, TV salesmanager Dave Bryant, and the staff of Central Electric and its service contractor, ELECTRICAL MERCHANDISING presents on the following pages a photostudy of the important elements in TV selling, as they have been practiced by a successful dealer.



MASS DISPLAYS are valuable to the middle size dealer to emphasize to a prospect that he has sufficient choice in models and brands locally—that he doesn't need to go to department stores or chains. Above is part of Central's 30 x 45-foot salon where models, sizes and brands are intermixed.



TRAFFIC DISPLAYS, where the store is deep, can whet prospects' interest. Central's 45-ft. walk to TV salon is lined with sets and manufacturers' displays.

DISPLAYS *Are the Dealer's Face to the Public*



TV WINDOWS should tell all this is a TV business, and on close-up tempt the passersby with operating samples and an invitation to come inside.

Central electric has a variety—each has a selling Purpose

While not the most important element of television retailing, displays of sets are looked at first here because that is where the public first sees the dealer's wares. That is where the street traffic glances at the dealer, where the walk-in trade comes in contact with the merchandise, where the prospects ponder the salesmen's words and relate them to physical impressions, where the prospect changes his thinking of TV from something he might like to something he definitely wants, where the prospect touches and looks at and starts feeling the pride of possession that goes before a sale.

No one method of display has proven suitable to the floor plans and market characteristics of all dealers. Everything has been tried—the single set isolated against velvet drapes with spots to set it off like a jewel, and the extreme with hundreds of sets and packing cases pyramided to the ceiling. Somewhere in between lies the display solution for most dealers.

For Central Electric, a trial and error program over 2½ years has shown that a variety of displays was best suited to the peculiarities of the concern's physical layout and the large number of lines carried. How each of these display methods serves to produce TV business for this dealer is seen in the accompanying photo analysis.



TIE-IN DISPLAYS are valuable to the combination dealer, particularly when, as at Central Electric, TV showroom is not visible from appliance floor. Appliance manager Gene Bulf approves this installation.



SELECTIVE DISPLAYS enable the dealer's salesmen to go to work quickly and without distraction on prospects who come in with a specific brand in mind. Taking them to a mass display would confuse them.



PRICE DISPLAYS, both in windows and on the floor, are necessary to meet competition, and to attract price-conscious prospects who can be sold up and lower income families who need low-priced models.

ADVERTISING *Gets TV Prospects Interested*

Central hits all prospects with all media

Consistent advertising is essential to the successful operation of a retail television business, most experts believe. There is little if any reason to doubt them and plenty of evidence to prove that advertising does a vital job for the TV retailer.

While a few dealers have gone overboard on advertising in this short margin industry, most who err do it on the side of either too little or an unbalanced program. A normal TV retailing operation needs 3 to 4 percent of its anticipated gross allocated to advertising. That fund, plus the amount available for co-operative advertising, gives the dealer enough to conduct a consistent and balanced program that will assist his salesmen in producing a profitable volume.

Most distributors have up to two percent of their gross available for advertising. The dealer who neglects to get from his distributor co-op advertising close to two percent of his purchases of that line, is trying to sell the hard way. However, say experienced dealers, the TV retailer is unwise to rely on co-op advertising alone. He needs institutional advertising as well. Every dealer has something individual to sell, something to set off his store as different—his service department, his location, parking facilities, night openings, etc. At least one percent of his gross can be allocated profitably to such advertising, experienced dealers believe.

Management at Central Electric has tried to keep up a balanced program of advertising. In its fiscal year ending March 31, 1952, Central spent nearly $7,000.00 of its own money, amounting to 2.8 percent of its gross.



MANUFACTURER'S AIDS, like the G-E election kit being used by Central, above, can be a timely, inexpensive medium of advertising to street and floor traffic.



BUSCARDS on local lines aid in promoting local shopping, can be used best with institutional copy, as Central has done on lines of Penninsula Transit Co.



NEWSPAPER DISPLAY serves the television retailer as the most important medium of advertising. Central Electric uses its own display to promote the store or storewide events, as above, also uses co-op display to promote Central as the source of a particular brand.

To Our Friends!

A wise man once said, "There's warm magic in a sincere 'thank you' — but folks fail to use these words as often as they should."

So today we are writing to tell you how much we appreciate your friendship and patronage...and to thank you most sincerely for all the favors you have shown us.

We like to feel there is a pleasant partnership between all our customers and ourselves...and that you have faith and confidence in us. We promise to always do our level best to justify that faith...to make your dealings with us both pleasant and highly satisfactory.

And we're wishing for you and yours all the good things of life ...much prosperity, good health and happiness, with warm friendships always.

Sincerely,

CENTRAL ELECTRIC APPLIANCE CO.

DIRECT MAIL, as a supplement to newspaper advertising, can carry personal touch, be controlled and timed. Central has several types, uses them as "thank you notes" to every customer, and as follow-up, announcement of special sales or events, invitations to visit stores, and preparation for salesman's call.



CONTESTS, FOR ADULTS, with a TV set as prize, also work well when television is new to dealer's market. Central used them several times at relatively low cost.

PROMOTIONS *Start TV Prospects Coming*



GIMMICKS—something to get the public talking about the dealer and his TV department should be a regular program. Central has given balloons to all kids, presents plaster "Reddy TV" to children of all TV set buyers.

A steady flow, constantly adapted to changing conditions, tells Palo Alto that Central is "TV Headquarters"

While this article was being produced for ELECTRICAL MERCHANDISING, it was necessary to move a blonde 21-inch Admiral console from Central Electric's Waverly St. store to the University Ave. store via 150 feet of the main street of Palo Alto because the alley connection was blocked by a truck. During the trek, in which salesman Bagaria pushed the set on a dolly, with this writer trailing along, six passersby asked questions or commented: "Is that a special model, or are they making them that big now?"; "What make is that?"; "My, what a pretty cabinet!"; "What store is that from?"

The idea of making this a regular practice, possibly supplemented by a sandwich card, was squashed with the realization that the Palo Alto city fathers are on the conservative side.

Most important factors in TV promotions, say dealers with experience, are: (1) Constancy, the punch after punch that never lets up the pressure on the public; (2) Timing, particularly with the prospects' momentary interests like football, politics, etc.; (3) Direction, the individual dealer's knowledge of his particular market, whether it is susceptible to the conservative or the spectacular, and his ability to develop promotions that will get maximum response from that audience.

Central Electric has changed its promotions as it has gone through the years from the advent of TV to today when it has a market with 52 percent saturation. Some of its most successful promotions are pictured here.



INVITATIONS for either a private or limited group showing of a special TV program are successful promotions during TV's first year in the area. A general invitation in 1949 brought this crowd to Central.



FREE PROGRAM GUIDES show non-owners what they're missing, keep dealer's name before owners.



SPEECHES to local organizations can be arranged when public wants to hear all about new entertainment medium. Central's Dave Bryant spoke to a Stanford class in business administration, enlisted class in survey on local service needs.



NEW RESIDENTS are prime prospects for the television dealer. Central greets newcomers, then presents them with free lamp bulbs and offers a ten day free trial of a television set in the home.



TIE-IN with local groups, service clubs, etc., for group showing of TV is practical when TV is new, serves to identify dealer as TV headquarters. Central's salesman Jim Bagaria brought Cub Scouts in for "TV meeting."



CONTEST, FOR KIDS, when such a contest influences adults, is a valuable early day promotion. Central offered 7-in. Motorola to kid collecting most Central newspaper advertisements and 35,000 were clipped in a month.



PURCHASING AND INVENTORY relate closely to sales management. Bryant and Miles check incoming shipment against inventory control records. Will govern sales and advertising efforts accordingly.



INSPIRING SALESMEN as a group keeps them on their toes, relieves boredom, starts competition among them. Offers of prizes, like blender above, or spiffs for moving slow models, is a profitable practice set up by Central's management.

SALES MANAGEMENT

Is Behind All Profitable TV Selling

No dealer would expect to realize a profit from any but the smallest retail TV business without one or more salesmen to take over for the real selling job that starts after displays, promotions and advertising produce prospects. Yet, while that is accepted, too often the dealers forget that the average TV salesman is only as good as the store's sales management. Analysts of TV retailing have noted more failures due to poor sales management than to poor salesmen.

Whether the management of sales is in the hands of the store owner or manager, or whether the operation warrants a separate "sales manager", the job of guiding the concern's sales effort toward a profitable volume must be done. That sales management is more than an early morning pep talk, is seen in the following photo analysis of various functions as they are carried out at Central Electric.



POLICY SETTING must precede all sales activities: what brands to carry, what area to serve, whether to be cut-price, carnival or conservative.



KEEPING SALESMEN UP TO DATE is important. At impromptu meetings management gives out latest information from distributors and industry.



TRADE-IN POLICIES must be set by management—when and if the store will trade, how high to go, whether trades will be retailed or wholesaled, etc.



SELECTING SALESMEN who will fit the type of store, produce profitably, and stay with the firm, is a tough responsibility. Bryant listens to applicant demonstrate.



MAINTAINING MORALE is an important if unwelcome job. Bryant smooths out a "he took my prospect" dispute staged for the camera by salesmen.

SALESMEN

Are The Keystone of Any TV Operation

TV salesmen get the credit for all success, the blame for all failures—they're charged with being lazy louts waiting for walk-in orders and accused of being brazen lapel-clutchers who browbeat prospects into over-purchases—dealers say they can't live with them, and then prove they can't live without them.

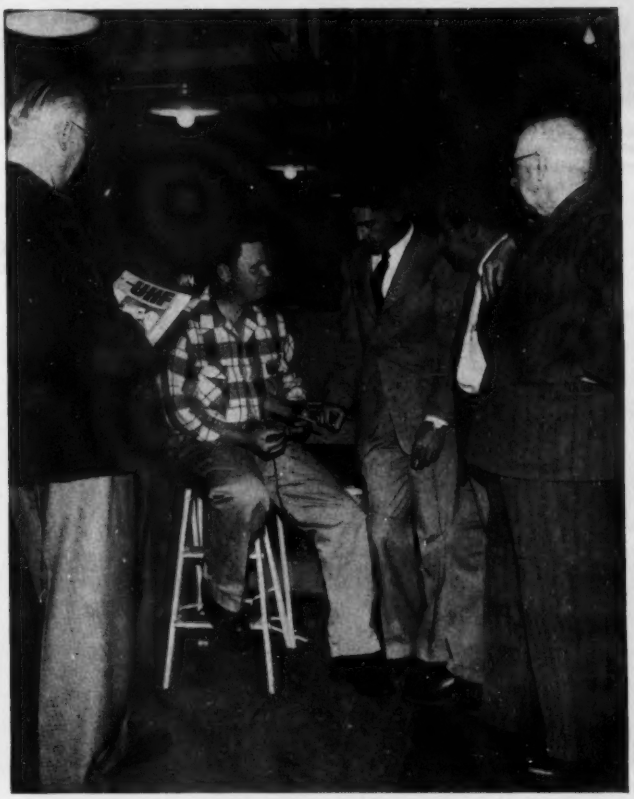
Certainly the television business can't get along without the retail salesman and every dealer has to set his mind on getting the best men he can find or train, pay them well for sales, nurse them, pet them and praise them —for without them it is a rare dealership that is able to produce a profit in TV.

Central Electric has achieved success in TV and shown a profit with three salesmen and a sales manager. Why these men consistently produce a profitable volume in TV is seen in this photo analysis.

CENTRAL'S SALESMEN ARE COMPETENT . . .



OPPORTUNITY, not only for money but for advancement, is important factor in keeping good salesmen, and it is available at Central where branch operations are being developed. Ex-salesman Warren Musser, left, now managing Redwood City store, started in Palo Alto when TV came to area.



TRAINED IN THE SUBJECT. Although only sales manager Bryant is an engineer, Central's sales force has been trained in the fundamentals of television theory sufficiently to talk with any but an engineer-customer. Regular sessions with service contractor Ben Floyd, seated, keep the salesmen up to date on changes.



TRAINED IN SALES. Fundmental techniques of selling TV sets precedes any sales work at Central Electric, and later men are briefed on new sales points picked up from distributor's salesmen, manufacturers' literature, trade magazines.



TRAINED IN THE PRODUCT. Central's salesmen and management attend the meetings held by each of their distributors, get latest product information and sales pointers, even stay later to ask questions.

HOW TO MAKE A PROFIT ON TV
(Continued)



RECOGNITION for good work adds interest, is good for the ego, and for salesman Bagaria above, it means a new portable from GESCO for being top G-E TV salesman in the area. Miles improvises a crown for the ceremony.



COMPENSATION at above-average level, keeps Central's salesmen away from the temptations of other specialty fields. Eight percent of TV gross is pooled, split evenly among sales staff. System makes men assist each other's sales.

. . . AND THEY KNOW AND USE EVERY SELLING TECHNIQUE



SELLING on the basis of price is necessary in competitive market and to some prospects. Central meets competition with a daily "special" and a prominent display of lowest priced models.



SELLING UP to combinations is frequent in arts-minded Palo Alto. When answer to salesman Brown's query "do you have a good radio-phono now" is "no", he takes likely prospects to such big-ticket item as this Packard Bell.



TECHNICAL KNOWLEDGE gets many sales for Dave Bryant. Area is electronic manufacturing center; many prospects want analysis of schematic diagram.



STORE LEADS get prompt attention from Central's salesmen. Definite time for salesman to call is arranged. Jim Bagaria visits Mrs. James McIver.



TRADE-INS become a factor in Central's market as TV saturation passes 50 percent mark, and the salesmen must know how much to offer on anything.



USING APPLIANCE CUSTOMERS as prospects for TV is sound and profitable practice for combination dealers. Appliance manager Bulf turns over leads to Bagaria, as Miles checks direct mail piece that will precede salesman's calls.



USING THE USER pays off as well in TV selling as it always has in white goods retailing. Salesman Brown delivers and waters 2-ft. planter, thanks customer who provided lead—probably will get more.

. . . ESPECIALLY THEIR MOST SUCCESSFUL—HOME TRIALS



INSTRUCTION for free trial prospects is same as for customers. Central even makes regular antenna installation, on the gamble that the $10 charge made by service contractor will pay off in a sale.



FREE TRIALS are offered to anyone (in person, not through ads) and Central sells 24 out of 25 sets put in homes. This prospect's indecision on picture size gets her an offer of both sets for trial.



CALLBACK in a few days may result in letting the customer try other sets, more often produces the end result of all Central's efforts in displays, promotions advertising, management, and training—a sale.

Up to this point, all Central Electric's effort has been aimed toward the sale. But that's only half the story of a profit on TV. After the sale is made a new cycle begins—delivery, installation, service—which can lose both profit and customer or keep the profit and bring more customers. In next month's ELECTRICAL MERCHANDISING, the second half of How to Make a Profit on TV tells the story of successful service.



PERMANENT STORE location of Herbert's Jewelry in Pittsburgh means that prospects know where firm is located, builds both traffic and confidence.



TV DISPLAYS on store's second floor add to prestige, give owner Herbert Shook an opportunity to demonstrate features of various models and sell up.



FOLLOW-UPS can be made by telephone if a sale is not closed during store visit. Small radios, housewares are displayed on first floor of store.



NEW PROSPECTS are obtained primarily by direct mail. Addressing machine and name plates make it easy for girls to send out literature on television.



SMALL SALES FORCE, Shook and two men, helps to keep overhead down, he says, but three together sell between $3,000 and $5,000 in TV every month.



INVENTORY CONTROL may be more of a problem in a store than in an outside organization, but Shook plays safe with regular checks against sales figures.

TV Inside . . . .

By FRANK A. MUTH

Store selling is the best way to build prestige and a continuing business for TV, believes Herbert Shook of Herbert's Jewelry, Pittsburgh, Pa.

THE best way to capture television sales is to carry good lines and to make a sales pitch right in the store, Herbert Shook, owner of Herbert's Jewelry Co., 312 Diamond St., Pittsburgh, Pa., believes.

"I want to build a good volume of sales, but I also want people to feel that our business has dignity and prestige," Shook explains.

"I've never thought that outside selling would help carry out the plan that I think the store should have," Shook continues. "For a personal reason I don't like outside selling. It goes back to the days when so many of the door-to-door salesmen were just gypping people . . . not in the appliance business, but maybe on soaps, brushes, or any number of household items. If the level were raised to where the peddler isn't cheapening that type of selling, then I might try it on our operation for television and other electrical appliances.

An Effective Method

"Outside selling is an effective method of getting sales," Shook admits. "You can't make sales unless you have a prospect or a lead, and outside selling does get leads when the people won't come to your store.

"We've used all forms of advertising to attract people to the store," Shook continues. "Radio has been the best method so far. This spring we had a TV show late at night (Herbert's Swing Shift Theater, starting at one a.m.) to sell other appliances to people who already had TV sets, but I want to sell TV as well. Radio is one way to reach people and get good results."

Herbert's Jewelry usually uses radio spots each morning, in addition to direct mail at least once a month. These two methods help him to reach the best cross-section of people in Pittsburgh. Shook knows that outside selling isn't permitted in some areas of town, whereas the radio can reach every home. His customers usually range from the mill worker to the U. S. Steel Company executives who drop in, at noon and after work, from the U.S.S. building a couple of blocks away.

Newspaper advertising was dropped over a year ago when it proved to be too expensive and brought almost no results. The only type of ad that drew

(Continued on page 267)



OUTSIDE SALESMAN Joe Amity, top man of Colonial Appliance and Television Co., uses the cold canvass route, carries descriptive literature.



SALES LITERATURE gives Amity, once he is in, an opportunity to show housewife what sets look like. He keeps talk brief, but tries to describe all features.



ACTUAL DEMONSTRATION is made with set which Amity carries in car only when prospect has indicated interest in actually seeing set work.



CLOSING THE SALE is eased when Amity shows prospect that even without regular installation the set will pull in a good picture from Pittsburgh.



NEW LEADS are obtained from old customers during callbacks. Introduced to neighbor, Amity finds ice already broken, is invited in to give his pitch.



INVENTORY PROBLEM is minimized because distributor, represented by sales promotion manager Jim Lindberg (right), provides sets on call.

. . . . TV Outside

House - to - house work, claims Colonial Appliance & Television, uncovers the most prospects and gets the most sales in a saturated market

WHEN Colonial Appliance & Television Co., 5936 Broad Street, Pittsburgh, Pa., opened its doors last January, manager Bill Ouzts knew that he would employ only one real method to make sales—outside selling.

"I'd worked for several firms as an outside man, and for a man that really likes to work—that's the way to make sales," Ouzts explains. "Frankly, if four or five men really pitch in, you'll move a lot more TV than by waiting for prospects to come in.

Although Colonial often gets people in the store to look at a set but doesn't close the sale, they always find out the name and address of the person for follow-ups. "Over ninety-five percent of our volume is from outside selling," Ouzts illustrates. "Thus, it isn't too important to have a real fancy showroom. We've picked a spot that provides modest rent, is large enough to display models of all appliances, and is suitable for some store selling."

After years of experience selling in department stores and other appliance firms, chief salesman Joe Amity has acquired a philosophy that outside selling is the only way for a real salesman to be happy.

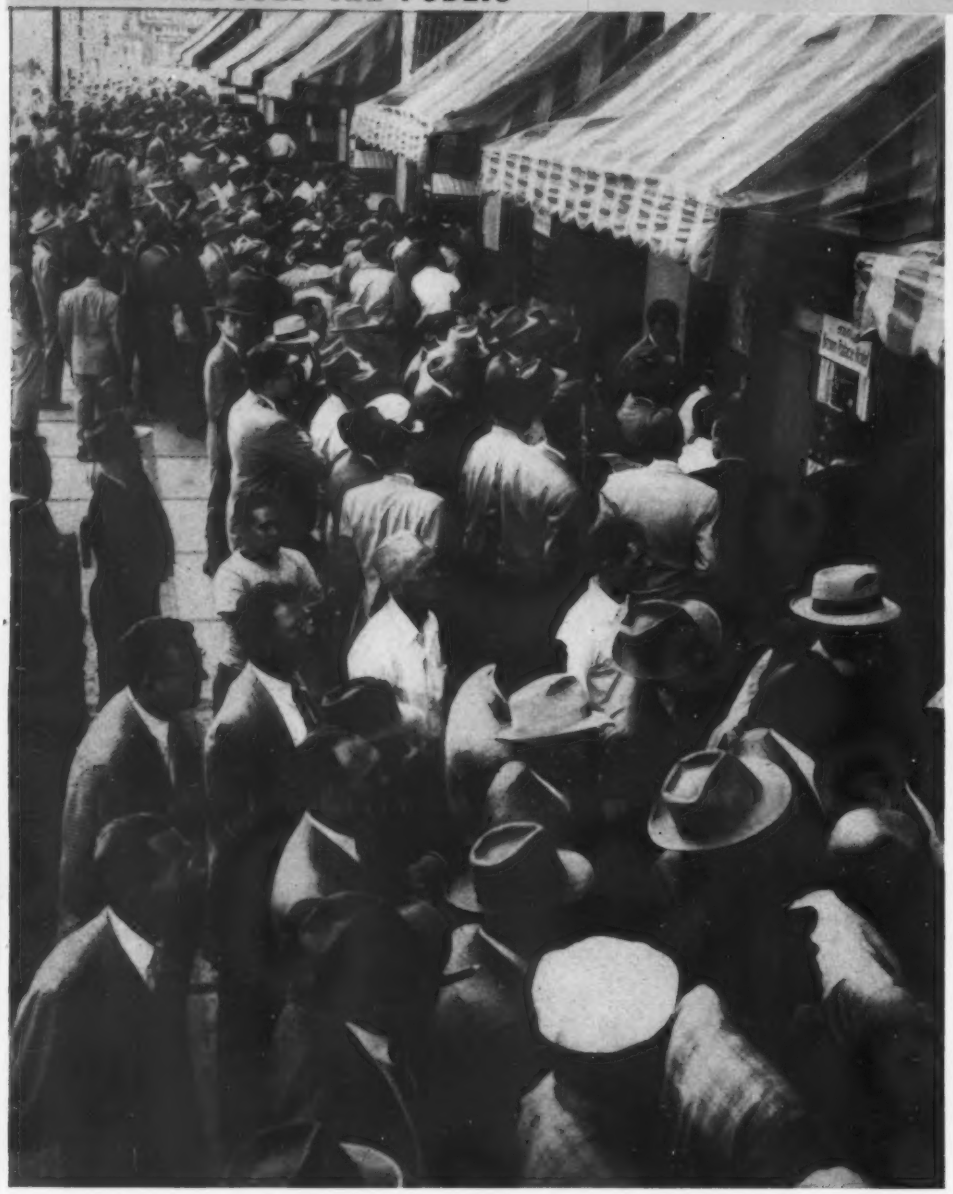
"I've found that there is a lot of difference in the attitude of a salesman," Amity points out. "In outside selling a constant alertness is necessary. Everytime you call at a door you are presented with a new situation. Of course, that depends a lot on the area in which you are making your calls. But basically, you have to sell yourself first. On inside selling, you don't need to do that. At least 9 of 10 people come into the store because they have almost made up their minds they want the appliance. They saw an ad in the newspaper, etc., and all the salesman needs do is point out a couple of features and maybe sell them a different brand. But outside calls are different.

Have Something in Hand

"For instance, you have to be sure and have something in your hand to show them that you are a salesman. The homeowner is way ahead of you at the start because she can see you before you see her. She can refuse to open the door; this means that it is necessary to have a good appearance, be ready to show no fear, otherwise

(*Continued on page 271*)

DENVER PRE-SOLD THE PUBLIC



TV INITIATION for citizens of the Mile High City brought this photo evidence of their interest, as they crowd sidewalks to see World Series over sets placed in hotel's store windows.



LOCAL TALENT put on the closed circuits to fill spots during showings



BIG SHOW and introduction to commercial television for 50,000 Denver-

The Denver TV Story

Herewith the complete picture on Denver's 3½ year preparation for T-Day and the mad scramble that ensued when the first station hit the air. A round-by-round description of what many cities may expect in the next couple of years

ON June 30 an editor of this magazine said of Denver, "This city is the best prepared of all currently teleblind communities for the coming of a local television station. It can serve well as an example to the industry in all cities where TV has become a possibility since the 'unfreeze' action of the FCC."

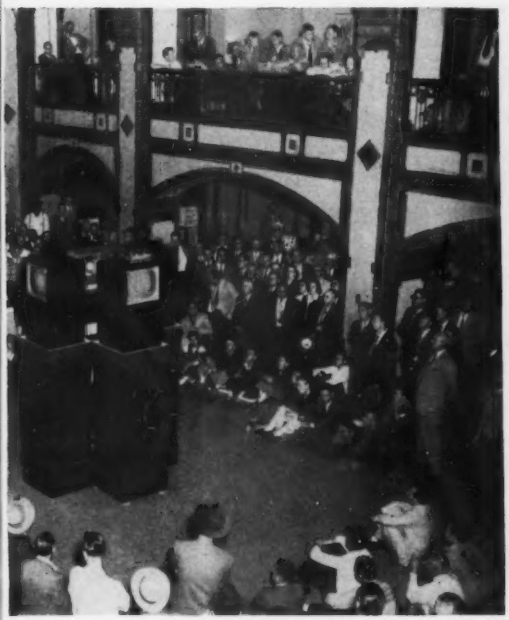
"Because dealers, distributors and the electrical industry of Denver refused to sit 'frozen' during the 3½ years of the FCC freeze, a first year market for at least 50,000 sets is expected to result from the anticipation



of national programs gave the Denver public a feeling of local television.



LIVE TV made the Denver industry's efforts successful in selling the public on TV in advance of T-Day, thanks to the TV-station applicants who bought cameras and studio equipment which could be used for closed circuits.



ites was televising of 1951 World Series through closed circuit to set in two hotels.



COMFORT showing of closed circuit TV for elite Denverites who wined and dined during the World Series in hotel dining room.

that has been built up among the area's 500,000 potential viewers. Many distributors have their organizations trained and ready to set up more outlets and to assist their dealers in display, sales, service and promotion. Many retailers are ready to sell and to service TV sets. Through the efforts of local radio station applicants for TV channels, an estimated 75,000 Denverites have seen some of the nation's most spectacular television programs under favorable conditions." At that time Denver was sitting as No. 1 on the A-2 priority list with 4 VHF and 2 UHF channels allocated to it. Construction permits could be expected soon for two uncontested UHF channels, but the other two were expected to be tied up until hearings decided between applicants. Granting nearly three months for transmitter construction, a television station for Denver was conservatively estimated as "sometime in September". "I just hope it can be rushed through in time for the World Series," a prominent Denver TV distributor told ELECTRICAL MERCHANDISING. That was June 30.

On July 12, the FCC granted construction permits: KFEL, channel 2; KVOD, channel 9; and Empire Coil Co., channel 26.

On July 18, from the top of Lookout Mountain 15 miles from downtown Denver, a KFEL-TV test pattern went on the air from a 500-watt RCA transmitter, radiated from what gave the appearance of an oversize home antenna.

On July 21, the Denver area and suburban communities as far as 70 miles north, had available a full day's telecasting on one of the biggest shows on earth—the political convention—picked off the micro-wave. During convention recesses, an array of Denver talent was put on the air from the Shirley-Savoy hotel auditorium.

On July 21, same day, hell broke loose in the Denver television dealer and distributor industry.

During the 3 years, 6 months and 15 days since the FCC froze television, the industry had looked forward to this T-Day, and, better than any other metropolitan group in the country, had prepared for it. But the wisest of men hardly could have envisioned the combination of circumstances that gave TV an A-bomb impact upon the Denver market.

(*Continued on next page*)

THE DISTRIBUTORS GOT READY



PRODUCT KNOWLEDGE of TV came to dealers in the Denver area when they were brought to distributors' private room showings during World Series and political convention. As at Boyd Distributing Co.'s room above, they came to appreciate TV.



BRAND KNOWLEDGE was imparted to the future Denver area television dealers by meetings held by many local distributors. Bob Harbaugh, above, conducts a Boyd Distributing Co. meeting using material supplied by Motorola.

THE DEALERS ANTICIPATED



ADVANCE SHOWING by Denver dealers was common long before T-Day, but few went as far as Mel Collier who presented above display to the public.



SERVICE arrangements were made by many dealers, mostly those with radio service backgrounds. Mel Collier had this TV service department a year before TV went on the air in Denver. When the rush came he was ready to handle most service problems.

THE DENVER TV STORY (Continued)

Approximately 1,000 TV sets were sold here on the first day, many of them by dealers who did not yet have their display sets connected to an outside antenna. One suburban dealer sold 100 sets. The public was arguing with the dealers about delivery and installation while the dealers were pleading with their distributors for more sets and the distributors were on long distance 'phone arranging carloads with their manufacturers. By the second day, distributors who had any sets left were limiting deliveries to 2 or 3 per dealer. Other distributors were handling dealers' phone orders by allocating sets which were not yet loaded on freight cars at the factory. In two cases, sympathetic manufacturers started rolling to this city cars which had been loaded for other markets. By the end of the week, several truckloads of receivers arrived from "overstocked" areas in the Midwest and the West Coast.

Competition for this rich market began in earnest. Well-stocked RCA distributor Hendrie & Bolthoff, "anticipating the operation of KFEL-TV's RCA transmitter", had beaten the industry with a 12-page RCA section in the Denver *Post* the day before regular TV transmission. Philco's distributor, Walter Slagle, brought in 19 tons of Philco sets from Philadelphia on 8 DC-6 cargo planes. McCollum-Law Corp. had ordered Westinghouse stock heavily when the un-freeze was announced and saw the cars begin to roll in before the first week of TV had passed.

Here, today, two weeks after the unexpected T-Day, much of the tumult and the shouting has died. Without the spectacular drawing power of the political convention, Denverites as a whole are putting TV back on the shelf as "something we need this fall" while they go back to their outdoor activities and to the traditional weekends higher up in the cool mountains. While demand remains good, within a week the supply should catch up with it in most brands. Anticipating that the really big steady market will hit this city right after Labor Day, the industry is settling down to another month of preparation.

Ready for the Fall

Distributors already have meetings scheduled for sales training, both for their own personnel and for their dealers and salesmen. Dealers are planning and arranging their display areas, settling their service arrangements, toying with the possibility of outside crews. Steady advertising by dealers and distributors continues to strive for brand recognition and for the establishment of sales and service policies which will



DISPLAYS of full lines were set up by distributors both as display training grounds and to keep dealers up to date on models when they could floor only one or two. McCollum Law had this TV salon months ahead of regular telecasting.

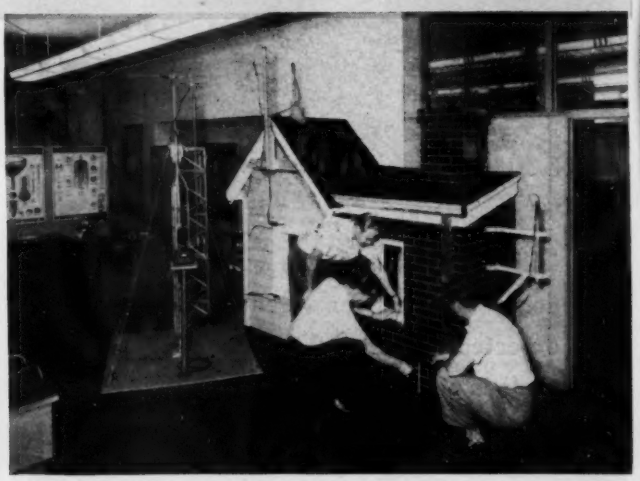


STOCK was maintained by many Denver distributors, as at McCollum Law, above. It came in handy on several occasions; they used it in displays, sampling dealers, and for public demonstrations.

THE ASSOCIATION EMPHASIZED SERVICE NEED



TRAINING of servicemen was planned 2 years before TV by Rocky Mountain Electrical League, had this set-up training 60 men at adult education center months before a station went on air.



INSTALLATION became a controversial issue long before TV came, but the ReMEL-Public School training course provided excellent training and practice on the above dummies well in advance of the opening of Denver's first station.

register with the public during the five weeks before new buying interest is expected.

As the above report could, with few changes, apply to any city now on the priority list for a TV station, it would be well to look over what the industry in Denver did to give it the reputation of being the best prepared of all potential TV cities. What could have happened two weeks ago here, if the industry had not been prepared, is not difficult to imagine.

When KFEL-TV went on the air there were in Denver and vicinity about 100 retailers franchised to sell television receivers. Thirty-two distributors had lines to represent in the area. An estimated 4,000 TV sets were in homes (many had been brought in by people moving from TV areas). Three of the applicants for a TV channel (all radio stations) had TV camera chains on hand. The Rocky Mountain Electrical League had in operation four TV committees, one as advisory, one on legislature, one on TV code, and one on ethics. With the nearest TV station 330 miles away the Public Service Company already had a complaint of power line interference with TV set operation, and the local Better Business Bureau had occasions to remonstrate with a dealer for questionable advertising claims on TV receivers.

But it was the public here that was best prepared for television, and in this preparation of the public Denver gets its greatest credit and offers its best example to the industry in other cities. With due respect to the willingness of distributors and dealers, it was mostly the effort and financial outlay of the local radio stations which made at least 75,000 Denverites familiar with the best in television during the 10-month period preceding T-Day.

TV-CONDITIONED PUBLIC

Any adult who had not seen an operating television receiver either wasn't interested or just didn't get around the community. Certainly the industry made television available to all, and backed up each showing with sufficient promotion. The first public showing of live television came to the people of this city on August 22, 1951, through the efforts of Gene O'Fallon of KFEL and Wm. S. Law of the McCollum-Law Corp., then distributors of Hallicrafters in the Rocky Mountain area. Using KFEL's new TV camera chain and the auditorium of McCollum-Law's new $300,000 building, these two interested parties presented a show of local talent for a four day demonstration of live TV. On the first day, dealers and their families were invited, bringing nearly 1,200 from all over the potential Denver television marketing area. The next three days were open to the public. More than 2,000 people traveled to the McCollum-Law location on the outskirts of the city to get their first view of TV.

(Continued on page 260)



A $65 PACKAGE free instead of a trade-in allowance, B. F. Simmons of Home Appliance tells customers. He is referring to a water softener installation (on a rental basis), which would normally cost the customer $65.

FREE SOFT WATER Sells

Three-way deal between Kiefer-Stewart, Indianapolis distributor, local ABC washer dealers and Culligan water softener people, expected to move 2,000 units and replace trade-in offers

IN INDIANAPOLIS they say the water is so hard that you can hit it with a hammer. It registers 23 point hardness in winter, 27 in summer. Every housewife is aware of the curds that soap forms.

This is important, because it is the foundation of the success the Kiefer-Stewart Co. has been having with a comb nation automatic washer (ABC-O-MATIC) and water softener deal. Before it closes, W. T. Ferguson, general manager of Kiefer-Stewart, believes that 2,000 pieces will be sold.

"Soft water is a luxury that all Indianapolis women want," he says. "Many of them hesitate to put out the money for it. When they are offered a year's supply of soft water free, by purchasing an ABC-O-



PLENTY of advertising is needed to put over the idea, W. T. Ferguson of Kiefer-Stewart declares, and shows how he practices what he preaches.



WINDOW STREAMERS in stores call attention of the public to the unique offer. Indianapolis housewives know how much trouble hard water can cause.



SOFT WATER action starts when dealer sends customer's name and $25 to the Culligan Service.



FIRST JOB is to break into the water lines so that softener can be set up so that it feeds both hot and cold sides.



FLEXIBLE rubber hose is used as it permits easy changing of water softener tanks, which are replaced regularly.



COMBINATION of ABC-O-MATIC, Permaglas water heater and Culligan water softener takes up little room.

Automatic Washers

Matic washer, it sweeps them off their feet."

The proposition started when Ferguson was figuring out a way to check the trade-in evil that prevails there. Dealers are giving from $35 to $50 on trades, sight unseen.

The bonus of a year's supply of soft water could be used to take the place of a trade-in allowance, he felt.

Ferguson worked out a proposition with the Culligan Water Softener firm, which has three branches in the city. One of their rental water softeners installations normally costs the customer $65. The distributor put up $5, the Altorfer Brothers $5, and the dealer who sold the washer $25. Culligan contributed $30. Kiefer Stewart paid for the advertising and promotion.

Instructions for Sales Force

"Mechanics of the promotion are simple," Ferguson tells salesmen. "When you sell an ABC-O-Matic, and delivery is made, telephone Harold Hegg of Culligan, and send him a check for $25, customer's name and address, and serial number of the washer. Culligan installs the water softener, and gives service on it for a year. Thereafter it costs the family $3 a month for service, unless it wants to buy it."

Harold Hegg, who operates on the north side of Indianapolis, passes on orders to the two other Culligan branches. He has around 2,600 renters, and all told there are about 7,500 water softeners on rental in Indianapolis. Counting owners there are possibly 10,000 in use which is low saturation when you consider there are 150,000 electric meters in that city. Water is cheap in Indianapolis, costing about $18 meter rent. Water softener people claim their product will save up to $50 a year in soap, take less coffee to the cup.

Simmons Sidesteps Trades

Bert F. Simmons, 330 N. Illinois, proprietor of the Home Appliance Co. tells his washer prospects frankly: "We're giving you a $65 package, therefore no trade-in." At least 200 dealers in greater Indianapolis are promoting the idea.

Installation of the water softener involves no tear-up of the home, can be done in 30 minutes by one man.

Water softeners are a proved product, having been on the market around 40 years, with half a hundred makers. Basically all work on the same principle. A chemical precipitates from the water the chemicals that make it hard. These are washed out once a month or oftener, and the tank is again connected. In rental service, there is an exchange of tanks.

Secondary campaign being put on by Kiefer-Stewart is a contest to stimulate retail salesmen. Prizes range from a pocket knife (for selling one washer) to a chest of silver (for twelve). End



CLYDE WALLICHS, owner-operator of Music City, shows singer Helen O'Connell the Platter Pulse blackboard, located above entrance to self-service record departments.



THE SECTION DIRECTORY on the back wall of the department is an easy aid for locating records.



MUSIC CITY, located at the center of Hollywood's night life at Sunset and Vine, finds it profitable to remain open until 2:00 a.m. six nights a week.

The More Display...

Wallichs' Music City, Hollywood, Cal., spent $15,000 remodeling their record department into an efficient self-service unit . . . . Now record sales account for 40 percent of the store's volume

REARRANGEMENT of the phonograph record department of Wallichs' Music City, Hollywood, California, has resulted in a new way of doing business—with record sales up to 40 percent in dollars of the total intake of the store.

"That's a good volume of business. We sell a large number of single records and albums to add up to that impressive 40 percent of our total sales; 60 percent is accounted for by sales of radios, radio-phonograph combinations, pianos, organs, television," Clyde Wallichs, owner-manager, says. This increase in sales of phonograph records, according to Wallichs, came about with the change-over from the usual record department with its occasional eye-catching album displays to a super market plan—a completely self-service type of layout.

The idea started about three years ago, when it was discovered that record sales increased in proportion to the expansion of display racks. The more displays used, the better the business! So—if displays are what it takes to sell records, why not go into it 100 percent?

The work of rearranging the record department moved along slowly. Wallichs spent much time studying it, working it out on paper, sketching rough diagrams—but didn't disturb the store until after the holiday season.



REFILING of records is ably handled by one of Music City's well-trained stock clerk, one of the staff of eight young people.



A "RECORD EXPERT" is on hand to help all customers, if they request it, particularly in the classical recording section.



THE FILING SYSTEM of albums and single records is set up by speed, category, and in alphabetical order.



SEMI-PARTITIONED booths, with sound-proof walls, placed adjacent to some of the record files give customers convenient means of listening to selections.

The More Record Sales

In January his plans were underway. The store was rearranged for the purpose of giving 50 percent of the space to records—with the display racks and listening rooms occupying an area of about 50 x 70 feet. All old equipment was discarded or salvaged if it could be rebuilt. A new type of display rack was constructed, and several listening booths and rooms were added (to a total of 20) in anticipation of an increased interest in the record department. Cashier stands had to be built, and new cash registers were installed —like those used in food super markets. Wallichs estimates his total remodeling costs at $15,000.

"It was a complete change-over to a functional department—that is, a new organization of our recordings so that the customer may find what he wants easily and quickly. And we are encouraging him to sell himself."

Fully Staffed

There is no mention of "sales clerks" in the new Music City record department. The personnel on the floor at present consists of eight young people working two shifts, as the store is open from 10:00 a.m. to 2:00 the following morning, seven days a week. There are cashiers, stock clerks, and "record advisers" or "experts" who are on hand to assist the customer with his requests.

The customer enters a larger corner room displaying radios and TV sets and easily locates the record department at the rear with its neon sign: "World's Largest Serve Your-Self Record Department." He goes through a turnstile and may help himself to a push-cart market basket if he wishes this shopping aid.

Mounted on the first display rack is a blackboard listing the ten top tunes of the week, as purchased at Music City, and the three most popular albums. At the customer's right are listening rooms for classical records only and display racks and shelves of classical recordings filed by composers.

As he walks into the room the customer easily locates a large Section Directory on the back wall which lists the major files of the various types of recordings by section number. And as he browses among the 5-foot racks, he finds all records organized as to speeds, as well as by categories.

At the back of the room, single records and albums—filed alphabetically by artists—are within reach on shelves built into the wall. At the right, neon signs direct the customer to adjoining departments: Recording Studio, Sheet Music, and Service. Children's recordings are easily located in one corner of the room as these two racks have a striped circus-tent roof with display

(*Continued on page 275*)



1 CHICAGO DEALER John F. Beranich explains to a prospect that although he does not have all ranges on display he can send her to the Electric Cooking Institute for a demonstration of the range she wants to buy.



2 AT THE INSTITUTE, the prospect gets her first pleasant surprise when she is told about the free recipe service—which sends out 960,000 a year. The Institute supplies all active dealers with recipes.

Chicago's Electric Cooking Institute Displays, Demonstrates and Even Makes

Range Sales for Dealers

By TOM F. BLACKBURN

GEORGE HUGHES, who invented the electric range in Chicago, used to say: "Funny, isn't it, that the fewest ranges are sold in the place where it was born?"

Reason, of course, was the fact that Commonwealth Edison and Peoples Gas for years were controlled by the same group. They worked separate sides of the street, one selling power and the other heating devices.

When this era ended, Chicago lay a virgin market compared to the rest of the country. Dealers were green hands, carried no range stocks. Commonwealth Edison began toiling and did a comparatively good job. But there existed the need for an all-industry effort to put over the electric range. And it must be admitted that Peoples Gas came to life and fought valiantly to hold its cooking market.

They Took Steps

Thus, the Electric Cooking Institute was created in 1950, an offshoot of the Chicago Electric Association. This story deals only with the range phase of its activity.

A number—now 14—of distributors and manufacturers put up a promotion fund. Each Chicago dealer also agreed to pay $2 for each range he bought from these sources. In all, they gave the Electric Institute $40,000 a year. All was for promotion, none for salaries or rent.

Commonwealth Edison, whose first-floor, half-block Electric Shop is the world's oldest, donated 6,500 sq. ft. of this space for use by the Electric Cooking Institute. Approximately 275 Chicago retailers participate in the activities of the Institute and Electric Association.

Put on display was one range from each of the distributors and manufacturers, one from Commonwealth Edison and its subsidiary, Public Service of Northern Illinois.

This tremendous downtown exhibit was arranged and manned to assist the neighborhood dealer.

He has the privilege of bringing prospects down to look over everything in ranges, or the complete line of the brand he carries. On the floor are three range salesmen specialists to help him close his sale. They are on straight salary and get no commission for their efforts.

Or, he can send down the prospect under her own power, with a note indicating what make she is interested in. The experts demonstrate this particular brand only.

If people walk in the front door—and they do, as the Electric Shop has been there a long time—it is agreed that if these range specialists take an order, they call the distributor for that particular range, who names the dealer who is to get the commission. Commonwealth Edison men do not share in the business at all.

Many a dealer has received a letter from the Electric Cooking Institute and shaken out a check as his share of a transaction made after the customer left his premises.

850 Ranges Sold Per Month

When a dealer prospect is closed, the customer is given a card which is good for a free cook book, provided she takes it to the dealer who sent her and gets him to sign it. Thus the dealer is informed.

A perpetual inventory of distributors' stocks is kept in the Institute so that deliveries may be prompt. Installations are made according to plans followed by each particular brand.

In a city which was estimated to have only four percent saturation in 1949, today ranges are being sold at a rate of 850 a month. Saturation has jumped to 5.5 percent today.

From a publicity standpoint, the effect is even more impressive. When Henry Czech, range chairman, of Westinghouse Electric Supply, made his annual report recently, these were the year's accomplishments:

1. Some 125 dealer salesmen took sales training through the "Clumsy Chef" cooking schools.

2. Attendance of 123 dealers was reported at 20 small luncheons given in the Jane Foster test kitchen.

3. Women, 3,700 of them, were present at the 14 Jane Foster homemaker hour programs. Some 1,304 brides enrolled in the five bride's cooking classes. There were 100 matinee teas telling the electric range story in the playlet, "Mom Steps Out," and 5,000 women saw it. Attendance at business women's cooking schools was 2,544. (In short, 12,548 women were given the story in person.)

4. Teen-ager cooking schools, eight lessons in summer, caught an attendance of 3,935 youngsters. High school home economics students competed for $1,350 in prizes.

5. Co-operative programs were held with the Chicago Women's Ad Club and the Electrical Women's Round Table. The National Cherry Growers Association was lent electric ranges for pie baking. A low cost meal project was put on with the National Retail Grocers Association.

6. During the year 29,988 mail and telephone inquiries were met, and 999,600 recipes distributed through the Electric Cooking Institute. Incidentally the 275 dealers active are supplied with Jane Foster recipes for distribution through their stores.

Officers

Bernard J. Harrington, manager of residential sales, of Commonwealth Edison Company, acts as manager of the Electric Cooking Institute: Henry Czech of Westinghouse Electric Supply is chairman of the Range Committee, with Clif C. Simpson of the Electric Association executive secretary. *End*



3 **SALARIED SALESMAN** shows her the ranges and, acting as a representative for dealer Beranich's Emergency Radio firm, describes the features and operation.



4 **THE SALE** is closed in one of the Institute's model kitchens and all arrangements for delivery, installation and payment are made on the spot.



5 **A FEW DAYS LATER** dealer Beranich gets a check for his commission on the sale of the range. The Institute takes no part of the profit.



6 **THE CUSTOMER CALLS BACK** on the dealer to get him to sign a post card for her free cook book, thus continuing customer-dealer association.



ITINERARY for Orgill salesman Don Wentz is laid out by K. W. Orgill (left). He'll visit dealer in Pontotoc, Miss., 100 air miles from nearest TV station.

Making TV Go Big On the Fringe

By proving that good reception is possible 100 miles from the nearest station, Orgill Brothers is helping 250 dealers sell TV in the fringe areas of the Mid-South

By A. B. WINDHAM

THE big television market today is in the fringe areas—the small towns and the rural sections where saturation is low, interest is high and the demand grows by leaps and bounds. The market can be tapped by demonstrating that good reception can be had and that investment in a set will be worth while.

An appliance dealer in Gideon, Mo., sold $8,350 worth of television sets in the first quarter of 1952. That's unusual because Gideon is approximately 100 air miles from the nearest telecasting station and has exactly 1,606 residents.

Another dealer in Columbus, Miss., racked up a volume of $1,210 in television sets in two recent months. This dealer operates in a section approximately 140 air miles from Memphis, the closest TV center. The population of Columbus is about 18,000.

These are just two examples of top-notch television selling taken from the books of Orgill Brothers & Co., distributors of Admiral products in 84 counties of the mid-South. The Orgill firm itself, with headquarters in Memphis, supplies approximately 250 dealers with Admiral TV sets for an annual volume of almost $2,250,000 in television alone.



ESSENTIAL to a successful TV sales trip is the portable antenna which will prove feasibility of good reception on fringe. Serviceman hooks it to Wentz' truck.



ARRIVAL in Pontotoc with truck-towed antenna creates a stir among employees of Eubanks Furniture and Appliance store. Next step is to get it working.



PROSPECTS start signing orders as soon as store and home demonstrations with the antenna start proving that they can get good television reception.



ENJOYMENT for many fringe area families like 94-year-old Mrs. J. M. Nisbet and her great-granddaughter comes as a result of Orgill's selling activity.

The answer to how Orgill does it is not a trade secret. The big Memphis distributing firm has succeeded in covering almost every section of its far-flung trade territory and brought television to areas which never had it before. It was through no sudden unexplained buying spree on the part of the rural residents that such a bonanza in television has arisen. It is the result of Orgill Brothers' own efforts in finding a way to create a buying desire.

Best Market in Small Towns

"We know that the southern cities which have telecasting stations and areas close to them are fast reaching the saturation point," explains Kenneth W. Orgill, vice-president of the firm. "The best market for television today, therefore, is in the many small towns of the South, just as it was in radio at a comparable period of its development.

"Our problem was to carry television into the rural areas, to show our dealers how to sell sets by creating good reception even though they were a hundred miles away from the closest telecasting station. With our sales agents operating in Arkansas, Tennessee, Mississippi and Missouri, we began investigating the possibility of taking TV into every city and town in these four states where we had a dealer.

"Reception, of course, was the obstacle. The dealer could put up his own antenna, if we could get him to do so, but that confined him to demonstration in his own store. We wanted him to be able to get out and cover his entire territory.

"The answer lay in the portable antenna. We decided to have some of them especially made and try them out. We wanted to see how they would function in the fringe areas and if they were convincing both to our dealers and to their customers, who are always hesitant about investing in a TV set and an antenna until they know that the set will bring in a good picture."

The portable antenna proved, indeed, to be the very factor needed by Orgill Brothers to expand its television sales area. Approximately 20 feet long and mounted on wheels, the five portable triangular antennae used by the company are attached to the rear of Orgill trucks which operate throughout the sales territory. The antenna can be raised to a 50 foot height by a few turns of a hand crank. This process requires only a few minutes. It can then be connected to a set almost anywhere for excellent reception.

"The portable antenna is easily transported by truck to any point in our sales area," explains Sam Gassaway, the company's sales manager, in charge of the operations. "It can be set up at the dealer's store and the dealer is ready to demonstrate to his heart's content, or he can take a set along and demonstrate it anywhere there is a plug connection. On our part, the antennae are usually handled by a salesman and a service man, and sometimes, by the salesman alone, who simply carries it about with him wherever he goes, hitched on to his truck."

Portable Antenna at Dealer's Disposal

The use of the portable antennae is not new but it has been developed by Orgill Brothers to a fine art in helping rural dealers sell television. By placing it at the dealer's disposal, the company enables the retailer to show doubting customers exactly the kind of reception they will get by installing an antenna of their own.

Naturally, explains Gassaway, Orgill Brothers cannot present each of its remote dealers with a portable antenna, much as the firm would like to do so. The five antennae used by the company are therefore offered free to dealers at specified intervals, but should the dealer desire one permanently, Orgill Brothers will have it made for him at a cost price of $395. The company urges its retailers to take advantage of this chance to obtain their own portable aerials.

"By the use of our traveling antennae, and for an investment of about $2,000, we have been able to expand our sales to seven or eight times what they were before we instituted the use of the portable equipment," declares Gassaway. "It has worked well for our dealers in the same way. Those who have bought such antennae have found that for an outlay of around $400 they are able to go right into television merchandising."

"As distributors, we have always felt the responsibility of leading the way for our dealers in opening up new territory," Orgill sums up. "Since 1908, when the company converted to wholesale business exclusively, we have tried to provide the dealer with the best selling tools he could have. We believe the portable antenna is one of the best." *End*



EXTENSIVE AD BUDGET of $40,000 is spent on original ads by Frankel (seated) and sales manager Charles Lattin.



SLOW MONTH TV show helped Frankel boost refrigerator sales over the 1951 mark. Two years ago he used a similar show to introduce TV to Huntington.

A New Promotion Every Month . . .



NAMES of TV purchasers inscribed on giant-size window shades are used to help Frankel (right) close sales. Same idea has been used for other items.

. . . well-timed and backed up with the right kind of advertising, boosts sales during three slow months 72 percent over 1951 for Frankel's Appliances, Huntington, West Virginia

"A PROMOTION well done and changed once a month will keep any appliance dealer out of the red." Harold Frankel says. "This is true especially during the slow months."

The owner of Frankel's Appliances, Inc., Huntington, West Virginia, has pledged himself to go all out during this year to increase 1952 sales to over a million dollars. Last year's sales were $750,00. Proof of his effort is the promotion that he used to kick off on February business—a live TV show from the store to promote new models of Philco refrigerators.

In January, the firm used a range promotion—"We are turning upside down the range market"—with ranges displayed upside-down in the store window and sideways in ads. During the usual low sales period (January), 47 ranges and 14 refrigerators were sold—a big increase over January, 1951. Sales on all appliances were 100 percent ahead for January, 60 percent for February, and 55 percent for March.

After the success of the January range promotion, Frankel used another push in March, tied in with the Kroger store next door. Chances on a free range displayed in the grocer store were deposited in Frankel's, and over 3,000 people took part. He sold many major units in addition to 146 ranges.

"We set up a budget of $40,000 for promotion and advertising," says Charles J. Lattin, director of sales and sales promotion. "That is based on our sales figure of last year, but it shows that advertising done right is what it takes to make sales. To succeed ads must be different."

Advertise on Monday

Saturday is the biggest day for all stores in Huntington. Instead of going into the Friday paper, where there are over 60 pages of advertising, Frankel's uses only a small ad—two or three columns, and eight inches deep—as a reminder to the reader. Then on Monday, they come out with a real spread, at least a page or several ads all over the paper. Monday (the publisher requires an ad in both morning and evening editions) the paper usually runs about 12 pages of advertising. That way, Frankel's really gets attention.

"We've made Tuesday and Monday big days for sales," Frankel illustrates. "We found that by running specials for Tuesday, or opening the store from 7 to 9 p.m. we can sell at least 15 to 20 TV sets."

Frankel's had used a TV show from the store in August, 1950 to introduce television to the area, but February was the first time a TV promotion was used for refrigerators. The quota was 60 refrigerators from February to March 15 and the TV show went on the air from the store February 8. A normal day's sale is about $1,000, but during the promotion they sold up to $4,000 a day.

(*Continued on page 272*)

18 MAGAZINES DELIVER 709,000,000 LEWYT MESSAGES!

LIFE
LOOK
SATURDAY EVENING POST
BETTER HOMES & GARDENS
HOUSE & GARDEN
HOUSE BEAUTIFUL
AMERICAN HOME
LIVING FOR YOUNG HOMEMAKERS
WOMAN'S HOME COMPANION
Mc CALL'S
GOOD HOUSEKEEPING
WOMAN'S DAY
FAMILY CIRCLE
TODAY'S WOMAN
TRUE STORY
THIS WEEK
TIME
SUNSET

Lewyt supports its 10,000 dealers with more national advertising, more merchandising help, more publicity this Fall than any other cleaner in history!



Never before has a cleaner blanketed America with such a tremendous barrage of big national magazines!

On top of it, Lewyt drives prospects into your store with 58,600 radio and TV commercials this Fall alone! With 2 outdoor poster showings coast-to-coast! With newspapers, car-cards, direct mail, publicity! With phenomenal traffic-builders like the "Free Bag-O'-Pearls" and "Win a Lewyt" promotions!

Harness this huge ad drive for *your* store! Get your Lewyt displays up! Let your town know you DO IT with LEWYT—and start cashing in!

Listed by Underwriters' Laboratories

Guaranteed by Good Housekeeping

DO IT with LEWYT

WORLD'S MOST MODERN VACUUM CLEANER

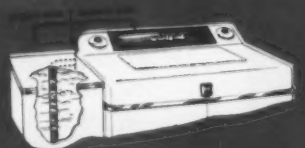
LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-9, 60 Broadway, Brooklyn 11, N.Y.

QUALITY and PROFITS

GO HAND IN HAND... THAT'S WHY MORE AND MORE DEALERS WANT

Whirlpool

THE GREATEST PROFIT FEATURES



Suds-Miser . . .
stores the hot sudsy water for re-use on as many loads as you want. Saves on soap and hot water costs.

AUTOMATIC WASHER

Available with or without Suds-Miser



Cycle-Tone . . .
sounds off when washing is done. It's a great time-saving, step-saving feature.



Seven Rinses . . .
carry off every trace of soap and dirt to assure total cleansing of clothes.



Agiflow Action . . .
perma-smooth agitator creates surging, swirling water action to remove every speck of dirt.



Germicidal Lamp . . .
helps sanitize clothes as they're washed and floods them with fresh-air fragrance and sweetness.

Plus many other exclusives that help Whirlpool dealers sell more

WHIRLPOOL CORPORATION St. Joseph, Michigan • **IN CANADA:** John Inglis, Ltd., Toronto, Ontario



perfectly-matched

Automatic WASHER and DRYER

IN AUTOMATIC HOME LAUNDERING





AUTOMATIC DRYER

Gas or electric models are available

Tempered Heat...
is scientifically regulated. Result? Faster drying, more operating economy, positive protection of clothes from exposure to excessive heat.



Forced-Flo Exhaust...
is much better. It results in the most efficient removal of lint from cabinet plus increased drying efficiency.



Automatic Ignition (Gas Model)... the instant the Time Control dial is turned on, the pilot burner lights itself, then the main burner. No more matches to light... no more valves to turn... no more waiting.



Outdoor Venting...
two types are available. One is piping directly from 3" exhaust duct... the other is window adapter box containing lint screen and providing three outlet locations to fit every installation.

Whirlpool ...going places by doing big things in a big way!

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

Clintonville Electric, Columbus, Ohio, takes advantage of waning contract sales by showing customers how their no-contract system saves them money. Result, 40 percent of TV sales are made to leads provided by a staunchly loyal clientele



BUT THE CLINCHER in Hinton's sales argument is an explanation of why the firm does not sell TV service contracts, would rather . . .

PROSPECTS of Clintonville Electric, Columbus, Ohio, get the usual demonstrations and sales talks from owner Lloyd Hinton . . .



TV Sales Without

THE long life of picture tubes and the limited amount of service required by most television sets, surprising even manufacturers, hasn't gone unnoticed by consumers—with the result that sales of service contracts, particularly in saturated areas where TV has been comparatively long established, are on the wane. One industry member has even gone so far as to claim that within a year no new service contracts will be sold anywhere.

On its face, the situation looks like a profit loss for retailers. But some, like Lloyd Hinton, owner of Clintonville Electric, 3367 North High St., Columbus, Ohio, are turning a profit-losing trend into a sales-making opportunity.

Hinton sells about 800 television receivers a year, which, added to his white goods, gives him a volume somewhere between $500,000 and $600,000. And 40 percent of his TV sales, he claims, are made to people sent in by former customers. That, he will admit with pride, is an unusual development of customer loyalty.

Except for one angle, Hinton's sales are made by typical, even quiet, merchandising methods. He uses no high pressure. No gimmicks or give-aways are used. Hinton doesn't even offer a free bottle of pop from the machine at the rear of the store. Clintonville Electric attracts people because the store offers good service on all TV sets sold. When someone has a service call, sets are serviced within 24 hours and, even in the great rush season, in less than 36 hours. But most important, Clintonville does NOT sell a service contract along with its television sets.

"We think we can offer much cheaper service," Hinton points out. "If we sold a contract like other dealers for $65 a year, customers would feel cheated if they never had any trouble and didn't need a single call. By charging only $4 per call, plus parts (usually no more than $2 or $3), and assuming that they would have four calls in a year that still would be just about $25. When you point out that this is ¼ to ½ cheaper than other dealers offer you gain a lifelong customer.

"We seldom lose a customer—in fact, all seem to enjoy giving us the names of other prospects. Our customers give us two or three leads a year. I always try to sell confidence in myself when I start to talk with prospects and never fail to urge them to tell us how their set works when they get it in their homes."

Few Promotions

Hinton usually shies away from promotions. Promotions too often only pull a prospect for one sale, he claims. So, Hinton would rather use billboards, direct mail, or radio advertising entirely.

Operating his service department at a low charge, Hinton agrees, won't make any money. But the service department is very helpful in providing



IMPRESSED CUSTOMERS, convinced of the firm's fair-dealing, tell their friends about Hinton's policy and brag of his good service, sending . . .



REPAIR SETS on a $4-per-call-plus-parts basis that results in substantial yearly savings to the customer over the $65 average contract price.

Service Contracts

many leads for both TV (for those wanting a second or third set) and other appliances both from the original customer and his acquaintances.

An independent service man for refrigeration often turns over to Hinton leads that he picks up on his service work. From several clubs (Kiwanis, etc.), Hinton often gets many prospects. In the winter he sponsors a bowling team and, through the summer months, a softball team to attract more attention to his store.

After 24 years in the appliance business Hinton believes that most people would rather buy in a store than from an outside salesman. Seldom does he try to canvass. The store used to go out on some of the leads that people sent in, but now 95 percent of all sales are made right on the floor.

"When people come to the store now, they usually are interested—especially if a friend sent them," Hinton explains. "As a rule they aren't shoppers and it makes our selling job a lot easier in the store. You can show them various models or, in case we don't have what they came for, a different make. But that brings up another good point. It is not a good idea to try and sell them a different brand unless you just do not have what they came for. If they buy another brand of TV, then don't like it, they hold it against me and certainly would not give a good report to their friends.

"We do try and convince people that come for a table model that a consolette is better, simply because it makes a nicer piece of furniture and they don't have to buy a table to use with it. Only about one-eighth of all our sales in television are on table models.

"We also believe that you can do almost all television service repair right in the home. This isn't the prac-

(Continued on bottom of page 140)



PRE-SOLD NEIGHBORS to visit Hinton's store to buy both television sets and other appliance merchandise.

WEST BEND appliance Displays

give the green light to fall sales



Electric BEAN POT SET

You can practically catch the wonderful aroma of simmer-baked beans with this glossy three-color display. One piece unit sets up in 30 seconds, features West Bend's Electric Bean Pot in a glistening ceramic set and as an individual appliance. Shows many other uses for the Bean Pot, too.

NO CHARGE!
Ask your West Bend representative or write direct to the factory to have either or both of these displays furnished you without cost.

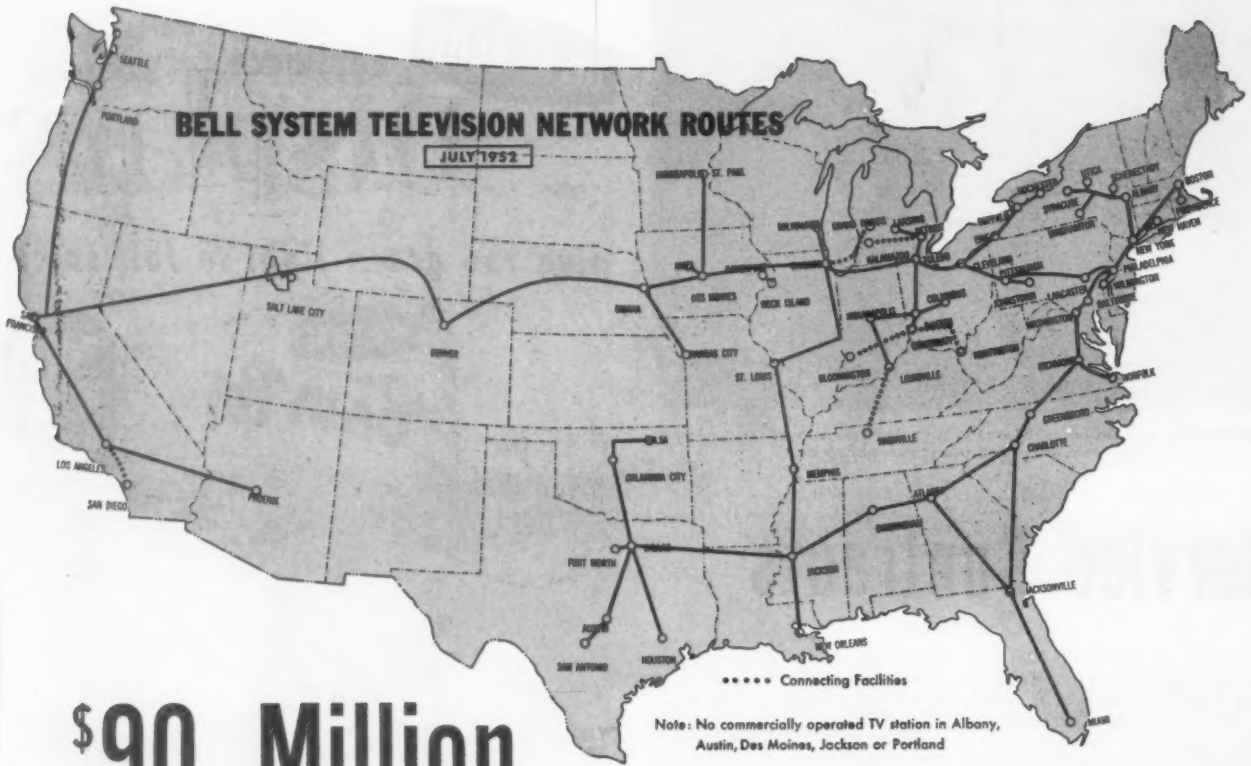


Electric OVENETTE

Here are the foods you can bake or roast in the West Bend Electric Ovenette, beautifully illustrated in full color on a display that requires only 18 square inches of counter space. Effectively displays all the baking accessories and full-color recipe booklet that come with this appliance.

write to Dept. E952

WEST BEND ALUMINUM CO.
WEST BEND, WISCONSIN



$90 Million Spider Web

The Bell System's TV network, growing from 476 miles in 1947 to 30,000 in 1952, shows no signs of slowing down and not even the telephone company knows where it will stop

TELEVISION, the 20th Century miracle which enables some 90 million people to view the same event simultaneously, is made possible by a vast network of coaxial cable and radio-relay facilities. This network, owned and operated by the American Telephone and Telegraph Company's Long Lines Department and Associated Telephone Companies, stretches from coast-to-coast, interconnecting 107 television stations in 65 cities throughout the United States.

Network television grew out of the development and research conducted by the Bell Telephone Laboratories under the guidance of Dr. Robert E. Ives, the project engineer, in its endeavor to produce for vision a close parallel to what had been done for voice transmission. The first telecasts, though crude, were promising.

In 1929 a new type of cable, heralded as a transmitting medium for both telephone and television signals, was patented by the Bell Telephone

(Continued on page 132)



CONSTRUCTION of co-axial cable links between cities, as here between Dallas and Blythe, adds new filaments to the TV web whenever new stations are ready for the service they provide.



MICRO-WAVE transmission is relayed by 107 towers like this one at Salt Lake City Junction.



You have to reach a *HIGH BRANCH* to pick the *MOST APPLES*

OF COURSE, electrical appliance customers don't grow on trees. But they *do* grow in clusters. And you'll find the biggest cluster concentrated in one definite income bracket.

It's a fact that 75% of all automatic washing machines are purchased by people earning $3,000 to $10,000 a year. This same group buys 68% of the vacuum cleaners, 72% of the dishwashers, 65% of the home freezers.

How do you reach these people?

You reach them with Collier's—a magazine they read, discuss and debate week after week, a magazine that makes sales happen with the most stimulating editorial program in the field.

Of all the major weeklies, Collier's has the highest percentage of its circulation in the all-important $3,000 to $10,000 bracket.

Here are the figures:

Percentage of Circulation in $3,000 to $10,000 Group:	
COLLIER'S	72%
Life	69%
The Saturday Evening Post	68%

Source: Stewart, Dougall Qualitative Survey

Collier's bold and buoyant journalism does more than move these people. It moves electrical appliances, too—over 200 million dollars' worth this year.

If the product you sell is advertised in Collier's, you've got first call on these sales.

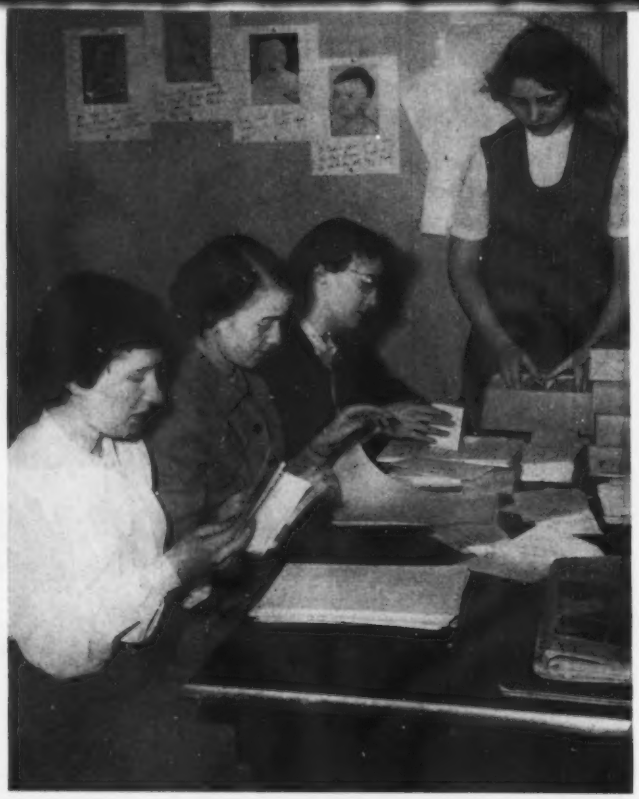


Collier's Makes Things Happen

The Crowell-Collier Publishing Co., 640 Fifth Avenue, New York 19, N. Y.
Publishers of Collier's, The American Magazine, Woman's Home Companion



EARLY FALL was date picked for 30-day free trial direct mail offer of fryers by Marting's housewares manager Vogel and distributor salesman Monahan.



MAILING of 5,000 letters and return cards to store's charge account customers is prepared by advertising department girls on October 20.

Deep Fat Fryers by MAIL

To 5,000 charge account customers Marting Brothers Dept. Store, Portsmouth, Ohio, offers a 30-day free trial of deep fat fryers, surprises itself with 109 sales —some of them hundreds of miles away—and now plans to do it again

CAN direct mail be used successfully to send out electric housewares on free trial and to make sales? For Roger Vogel, housewares manager of Marting Brothers Department Store, Portsmouth, Ohio, the answer is Yes.

"We decided to get the last Christmas selling season underway for our housewares with a deep-fat fryer offered on free trial in October," he explains.

Letters with enclosed return-addressed cards were sent out from the store to about 5,000 special charge customers. The first five days very few were returned, but 15 days later the bulk of the cards came in, and at the end of the nine-week promotion 189 fryers had been sold. Most of the people contacted were right there in Portsmouth, and the fryers were sent out by the store's truck. However, since some of the charge customers live elsewhere, they had requests from some cities hundreds of miles away.

A Bit of Confusion

"One mistake we made in sending out these cards," Vogel reports, "was that we forgot to notify customers that the appliances could be charged. After 30 days, if we hadn't heard from them to the contrary, we assumed that they wanted the fryer. However, many of the prospects noticed that the card stated, 'I will pay for them in low weekly payments of $1.00 each.' In a way, this was a mistake, because we weren't sure of acceptance unless the customer brought the appliance back or until we sent out our monthly statements."

Before the direct mail promotion the store sold no more than one or two fryers a week. Even during the Christmas selling season a live demonstration set up in the housewares department failed to make many sales. People were attracted by the cooking smells, interested by the sales talk and demonstration and willing to stop and look. But they didn't buy.

"They all liked it, Vogel points out, but many of them just didn't see how they could buy one right now. All felt that it would be nice to buy as a gift for later in the spring. In fact, one of the best things about our demonstration was that it helped satisfy customers who already owned fryers. Many of them wanted to be shown how they could do this or that before actually trying it themselves."

Of fryers sent out on the direct mail campaign, only four were returned. These later were sold at cost to the sales force. Before sending out the notice for fryers, Vogel gave each woman in the department one week to try a fryer in her home. When she brought it back, another clerk took it. "In cooking with it, each was able to point out many features in her sales pitch that I'd never be able to tell them about otherwise at sales meetings," he says.

Sales meetings were held each Friday morning during the Christmas selling season. But the free use by sales clerks proved to be the best method of learning the important features to drive home the sales pitch.

Delayed Ads

Advertising in the newspaper was delayed until after all the cards had been returned. Vogel used five ads from Thanksgiving to Christmas to help boost sales from those who weren't given the offer. However, he



FIVE DAYS AFTER date of mailing return cards accepting the free trial offer begin to land on Vogel's desk; 113 cards came back.



LOCAL DELIVERIES are made by the store's own truck the day following receipt of cards from Portsmouth prospects. Out-of-town orders were filled by mail.

was disappointed because the ads were not so effective a sales tool as the direct mail free trial offer.

Blankets Don't Click

In addition to promoting deep-fat fryers by direct mail, Marting Brothers tried sending out electric blankets. However, they didn't send out the notices until December 10th, and most people came to the store to pick the blankets up instead of having them sent out as with the fryers.

"However, total sales didn't prove to me that it was a successful method of selling blankets. At least, not so in Portsmouth. The few cards that we received were from out of town," Vogel states. "If I'm correct in believing that a 1¼ percent return is a good response for direct mail, then we certainly had as good a return from the fryers as could be expected, considering the income group we have here. But the return on the blankets was very low."

Some people tried to tell Vogel that the timing involved in sending out fryers in October was not right. "With a department store," he insists, "you have to get started about October 20th. That's when we put our letters in the mail. Many people, it may surprise you, have more of an early bird trait than you may realize. Most of our fryers went to people for their own use. By having them around they could see how wonderful they would be as Christmas gifts. On blankets it was a different story. The price was high and people certainly wouldn't buy one for themselves and then give another one as a gift."

For future mailings, Vogel thinks he may hit a wider variety of income groups by using a more extensive mailing list. The list that the store uses, naturally, is restricted to charge customers. "It is impossible to reach everyone that way. If all the people in town (about 36,000) could get a notice about the offer, however, it would have to be a cash sale, since it would be risky to charge the sale without a credit check." *End*



LOCAL PROSPECTS who got the mail order invitation but wanted to see the units first got unexpectedly good sales pitches from well-informed clerks.



PRIOR TO CAMPAIGN Marting sales clerks took turns using the fryers in their own homes for a week, thus became familiar with operation.

Here's America's FASTEST

RCA



RCA Victor Shelley (Model 17T200)

The sensational price leader in this new low-priced line! Full RCA Victor 17-inch *quality* television. Modern cabinet in lustrous ebony finish. Matching stand extra.

$199.95 Including Federal Excise Tax and full-year warranty on picture tube.



RCA Victor Lambert (Model 21T208). Cabinet finished in walnut, mahogany or blond (slightly higher). **$279.95.** With matching consolette base (Model 21T208EN). **$299.95**

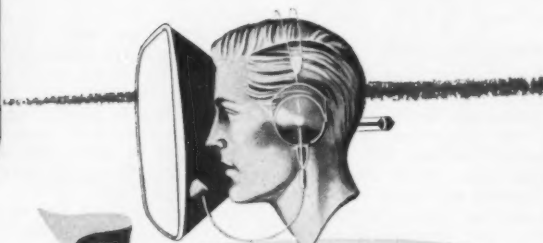
All prices shown are suggested list prices, subject to change without notice and to Government Price Ceiling Regulations. Prices slightly higher in far West and South.

HERE'S WHY:

1. Survey after survey has shown that more people *have* owned, *now* own and *want to* own RCA Victor than any other make of television.

2. The most powerful advertising campaign in the history of the industry (launched in July) saturated every market with the terrific sales story on the great new RCA Victor lines.

3. RCA Victor sets are not only *factory*-tested and *field*-tested—but *family*-tested, using information from RCA Service Company records, the most extensive performance records in the industry!



The "Magic Monitor"

..acts like an engineer inside your set

What it is: **A television engineer "monitors" the signal output from the studio cameras—adjusting for the clearest, strongest pictures. "Magic Monitor"—RCA Victor's new system of electronic circuits—does the same thing *automatically* in the TV set, *bringing in* the finest pictures possible. It acts like an engineer right inside the set! And it's all in new RCA Victor television instruments!**

What it does:

1. **Screens out static . . . AUTOMATICALLY. Includes a double-shielded tuner and completely shielded chassis which filter out interference caused by airplanes, automobiles and electric appliances.**
2. **Steps up power . . . AUTOMATICALLY. Amplifies weak signals . . . holds picture brightness constant.**
3. **When the set is adjusted for the clearest picture, the best sound is obtained . . . AUTOMATICALLY.**

MOVING Television Line

VICTOR

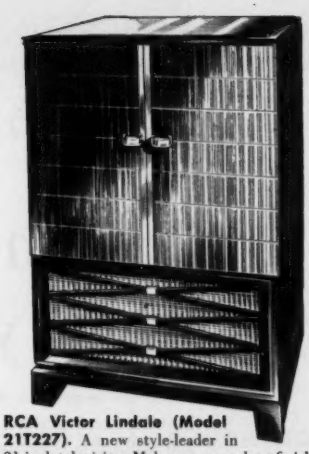
4. Cabinet styles of *proven* popularity to fit any home, any décor, any budget! And there's no extra charge for the favorite finish—mahogany!

5. At your service—the vast facilities of the RCA Service Company—the most successful TV servicing plan in America!

So—check your RCA Victor distributor on delivery dates NOW . . . stock up with the sets your *customers* want—the sets they're *pre-sold* on—for faster, more profitable TV sales!



RCA Victor Brookfield (Model 21T217). New furniture—front cabinet. "Golden Throat" tone system. Mahogany, walnut finish, blond slightly extra.....**$339.50**



RCA Victor Lindale (Model 21T227). A new style-leader in 21-inch television. Mahogany or walnut finishes. Also blond, slightly extra.....**$389.50**

For the ultimate in television today

RCA VICTOR Television Deluxe

- Filling out the top end of the greatest new RCA Victor television line-up in history, these two sets are the ultimate in the electronic industry today.
- They are designed, assembled and finished with the finest material and craftsmanship available in America today.
- They have extra tubes and extra components for all-round extra performance.
- They are specially engineered for areas with high interference and tough "fringe" reception.
- The fine cabinetry is designed for the most discriminating tastes.

At your service—the vast facilities of the RCA Service Company.



RCA Victor Ainsworth (Model 17T261DE). For clearer pictures in these tough reception areas. Finished in mahogany and walnut. (Blond extra.) **$339.50**



RCA Victor Rockingham (Model 21T178DE). Clearer, steadier pictures with television's first double-shielded tuner! Has 12-inch speaker. Cabinet finished in walnut or mahogany.....**$495.00**

Every year more people buy

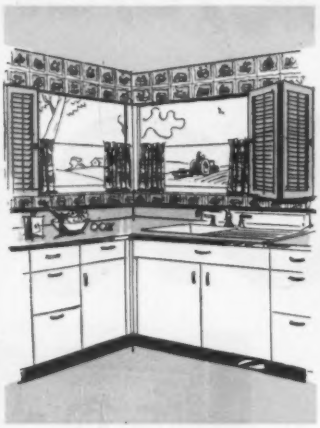
RCA VICTOR

than any other television

Tmks. ®



The apron length glass curtains shield sunlight... floor depth drapes add color.



Gay cafe curtains for the lower half of window give privacy... match wallpaper.



Light filters through wide mesh curtains ... makes pattern of sun and shadow.

"Brighten the corner where you are..."

For the women on the prosperous Midwest farms curtains are hot news and featured in SUCCESSFUL FARMING.

These farmers have had a dozen years of unbroken prosperity, and big incomes. During the war years they paid off their outstanding mortgages, reduced their debts. Mechanization and electrification of farms resulted in a tremendous new postwar market for equipment, power tools and machinery.



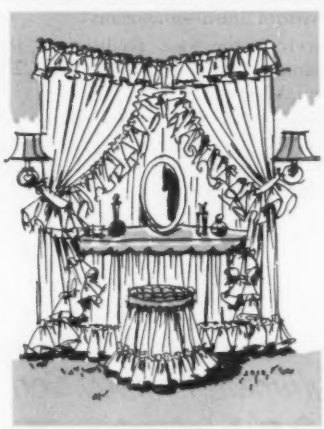
The farm home is now catching up with the farm plant. And remodeling the old houses and building new houses is going on at an unprecedented rate. The Midwest farm home is today's choicest market for quality furniture and furnishings, rugs, central heating, modern kitchens, major appliances.

The best medium for reaching the new market is SUCCESSFUL FARMING ... which gives more editorial space, effort and thought to bettering farm living than any other major magazine.

SUCCESSFUL FARMING concentrates nearly a round million of its 1,200,000 circulation among the nation's best farm families in the fifteen agricultural Heart states... with the best land, and largest investment in physical plant... operated with the best brains, best methods, machinery and management ... producing the highest yields and cash incomes. The average earnings of the SF subscriber easily exceed the US farm average by 50%.

GENERAL media merely fringe the best market, and TV touches it lightly. No advertising medium gives as much of today's choicest class market as SUCCESSFUL FARMING, and no electric goods advertiser can balance his sales effort without it! Full facts, any SF office.

MEREDITH PUBLISHING COMPANY, Des Moines ... New York, Chicago, Cleveland, Detroit, San Francisco, Atlanta, Los Angeles.



Sheer organdy, ruffled tie-back curtains form frame for a feminine dressing table.



Pull-back floor length drapes... give light control for the corner picture window.



NEW EQUIPMENT installed for Canada's second TV station in Montreal is examined by Canadian Westinghouse dealers as part of a program to educate retailers and servicemen in the complexities of the medium.



FIRST MONTREAL SHOW was a closed circuit performance for dealers. B. Leo Cassidy, (second right), Canadian Westinghouse sales manager, helped arrange instructional and entertainment program, was one of featured speakers.

TV Comes to Canada

Government-controlled TV, scheduled to begin this month with stations in two cities, won't be much like the U. S. pattern, but it's expected to open a market for 100,000 sets this year

By JAMES MONTAGNES

SOME time this month Canada will have its first two television stations in operation at Montreal and Toronto, Canada's two largest cities. Both stations will operate at first with temporary antenna because of the steel shortage, and both will be operated by the government's Canadian Broadcasting Corp (CBC). For Toronto, the station will be a second station (already there are over 60,000 TV sets in use in the Toronto area looking at WBEN-TV Buffalo, N. Y.); for Montreal it will be the one and only station to be tuned in regularly by the few hundred sets in the area this fall.

For electrical appliance dealers the advent of television in Canada spells sales and service troubles. In the Toronto area, and in the communities north of Lakes Ontario and Erie, dealers handling TV receivers have had several years of experience. They have learned the hard way without fanfare and without advantages such as are now being offered Montreal dealers. But in Montreal few people have seen television and few dealers have stocked receivers or known anything about service. The Radio-Television Manufacturers Association of Canada expects to sell 100,000 TV sets in Canada this year, with several thousand in Montreal. It is anticipated that after one year of TV in both cities there will be 112,000 TV sets in the Toronto area, 15,000 sets in the Montreal area. At the end of 1951 there were close to 75,000 sets in all of Canada, practically all of them in southern Ontario, where viewers could tune in stations in Rochester, Buffalo, Erie, Cleveland and Detroit. There were also a few sets on the west coast in the Vancouver area to tune in Seattle.

A Need to Learn Fast

Because Montreal is a virgin area for selling TV sets, manufacturers are making a major effort to acquaint dealers quickly with the merchandising and servicing of TV sets. The manufacturers association in mid-June operated a four day clinic at Montreal in connection with its annual meeting and had several hundred dealers and servicemen attend each session at which merchandising and technical service knowledge was imparted by Canadian and American dealers and technicians. Late in April the Canadian Westinghouse Co. did a similar show for its dealers and set the pattern on which the manufacturers association operated its clinic for all dealers and servicemen registering.

The Canadian Westinghouse show aimed at introducing dealers to every phase of television. Dealers came together for two days and saw everything possible about the CBC-TV Montreal studios to learn how complicated a thing telecasting really is. Then they sat for several hours in front of a battery of 22 Westinghouse TV sets ranged around the main studio and learned the problems of production, merchandising and servicing by seeing these problems portrayed before TV cameras and received on a closed circuit on the TV sets in the room. They also were given live entertainment programs in both French and English.

The entire Canadian Westinghouse production was done by its radio advertising agency, S. W. Caldwell Ltd., Toronto, which produced script and scenario. This included, besides an entertainment program, material from every possible source in the United States on TV advertising, merchandising and servicing, as well as a history of TV development narrated by B. Leo Cassidy, then manager for Canadian Westinghouse for Quebec province, and since then promoted to general sales manager of the company's appliance division at Canadian headquarters at Hamilton, Ontario.

The net result of that demonstration, the first most dealers had seen on TV, was not only educational for its dealers, but netted Canadian Westinghouse a sizable order for TV sets for the Montreal area.

Big Business Coming Up

When the Radio-Television Manufacturers Association of Canada held its town meeting to introduce TV to Montreal appliance dealers, A. B. Hunt, Northern Electric Co. Ltd., Montreal, association president, told the dealers that "TV in the next few months will become big business in the Montreal area. . . . Television requires new marketing and selling methods, and it will require well-trained technicians who are familiar with the instrument they are servicing and the most modern techniques for detecting and correcting troubles.

"The service technician today is one of the most important factors in the industry. Unless a TV set owner can get proper servicing, he may soon lose his initial enthusiasm for this new medium for home entertainment or even turn sour against it. A shortage of qualified TV servicemen may prove a deterrent to TV set buying and thus actually reduce receiver production and sales."

(*Continued on page 270*)

Every Skillern Employee Helps Sell Appliances



1. Cosmetics customer tells clerk at perfume counter that she is interested in getting a mixer—someday.



2. Tip card, containing the woman's name and her interest, is passed to Fay Tiller, appliance head, as soon as customer leaves.



3. Then or later the prospect is induced to visit the appliance department and see the appliance she wants.



4. After the sale, the alert clerk who gave the tip gets the sale rung up on her cash register, gets a commission for it.

How A Drug Store Sells Electric Housewares

Unlike many drug stores, the Skillern chain in Dallas, Texas, is successful with appliances because it makes use of its natural advantage of traffic and employs specialists to handle its specialty business

FOR a long time men have been trying to link up drug store traffic with appliance sales.

Stumbling blocks have been (1) the fact that drug salespeople are not adapted to specialty selling, (2) the jealousy of regular help toward specialty people, (3) the lack of repute that private label "drug store" appliances suffer, and (4) the difficulties of trade-ins and repairs that are outside drug store routine.

But the Skillern drug chain of Dallas has discovered how to use 70,000-a-day store traffic to sell appliances. The chain has 30 stores, and is reputed to do around $13 million a year, of which three quarters of a million is believed to be appliance volume.

When Rae Skillern took over the drug business that was founded 67 years ago in Dallas (pop. 432,927) he had a long-haul point of view that set the background for the present appliance prosperity. For Rae Skillern believed that the downtown growth of the city was hopelessly imperiled by its inadequate transportation. He was a neighborhood man. So Skillern Drug Stores began springing up in neighborhoods on the edge of town.

Open Evenings and Sundays

When Rae Skillern built his stores, he made them big and spacious. His idea was to have a young department store which enjoyed the advantage of remaining open evenings and Sundays when the husbands and wives were free. This combination of space and evening accessibility to family purchasers led them to think of the appliance business.

Now the thought of a soda jerk demonstrating washing machines was never entertained. From the start, Frank L. Skillern, who heads up the appliance end of the business, set up departments staffed with appliance

(*Continued on page 274*)

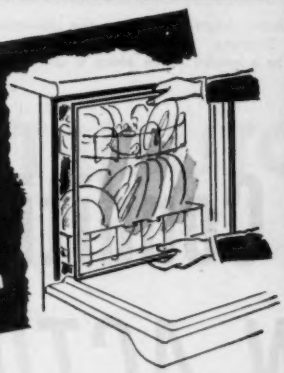
WATCH THEIR FACES—IN YOUR STORE when they see it in ACTION!

NEW American Kitchens ROTO-TRAY DISHWASHER



Magic Door

Your Greatest Salesman



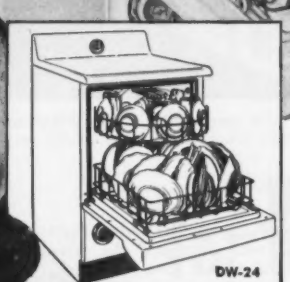
Show them, sell them—let them see this great new dishwasher in action, swirling dramatic action that they can see actually washes dishes three times cleaner than by hand!

Here's the "magic door," the most wonderful way ever developed to sell this new, modern dishwasher—it's your greatest selling tool, your best salesman. It takes only a second to snap in place and there before their eyes your customers will see this great American Kitchens Roto-Tray Dishwasher at work.

Best of all—it doesn't mean sacrificing a saleable unit. Just unsnap the magic door and the demonstrator model is ready for sale, for delivery!

TURNING-GIRL DISPLAY STOPS TRAFFIC

Here's your second sales helper—the intriguing turning-girl display, lifesize, animated, dramatic. It constantly turns telling a dramatic selling story of work-free dishwashing . . . "Turn Handle—Turn Around—Walk Away!" Get these and all the other American Kitchen powerful sales helps now!



Here's How the American Kitchens Roto-Tray Dishwasher makes all others "second best!"

EASIEST TO LOAD

It's really work-free with features like these: Easiest of all dishwashers to load—for loading space turns to front; four rinses—one pre-rinse plus three final hot-water rinses; hot blast dries dishes without spotting; front opening for plenty of top work-surface; automatic plus easy manual control. Yes—sell the American Kitchens Roto-Tray Dishwasher with all its wonder work-saving features!

American KITCHENS

"SAVE 1000 STEPS A DAY"

AMERICAN KITCHENS — Ring the Bell for Kitchen Freedom — 50th ANNIVERSARY

American Kitchens Division, Dept. EM-9
AVCO Manufacturing Corp.
Connersville, Indiana

I am interested in an American Kitchens franchise if one is available in my area.
Please have my nearest distributor contact me.

*Name*_____

*Address*_____

*City*_____ *Zone*____ *State*_____



1 Henry M. Autry (right), canvasses the downtown office section of Daytona. He invites a business man to accompany him to a nearby office where a unit is in action.



2 Dealer Autry sells the room air-conditioning unit by convincing the prospect it is a good investment for his business instead of a luxury. He does all his own installation work.

Air Conditioning *IN ACTION*

Room air-conditioning units actually sell themselves, says the head of Autry-Mahoney Electric Service Co., in Daytona Beach, Fla. All you've got to do is let the prospect feel and see them in actual operation.



3 Solid comfort inside while the temperature soars outside. Dealer Autry now has another satisfied customer into whose office he can bring another prospect for demonstration.

IT is blazing hot outside. People come in and out of the real estate office. Some fan themselves with crumpled newspapers, while others dab futilely at perspiration rivulets with soaked handkerchiefs. The clerks huddle near a wheezing electric fan. The realtor himself wears a wilted look.

Into this muggy atmosphere steps a smiling gentleman with a proposition.

"Mr. Doe, will you step next door with me for a minute?" he asks. "I'll show you how to make an investment which will pay off for you in more business and satisfied customers."

Mr. Doe goes along. He follows the smiling gentleman down the steps, out on the sweltering sidewalk and into a building next door. Instantly he feels a big difference. The building is delightfully cool and Doe feels his tight, hot muscles relax. He breathes deeply and happily—and with every breath, he is selling himself on the pleasures of air-conditioning.

This technique of selling prospects by showing them air-conditioning in action has paid off very well for Henry M. Autry, co-owner and operator of Autry-Mahoney Electric Service Co., Frigidaire dealers in Daytona Beach, Fla. Autry points to the numerous installations his firm has made in the resort city. Most of them, he asserts, were sold as a result of the buyer having seen and experienced the comforts of a neighbor's unit.

One Leads to Another

"It's just like a chain," says Autry. "We put in a room air-conditioning unit in, say, a downtown lawyer's office. Next thing we know, several occupants of offices near him—doctors, dentists, other lawyers—are coming in, inquiring about a unit for their own office. The thing sells itself. Our job is to let the prospect see the unit in action."

Other Sales Methods

Not that Autry-Mahoney salesmen depend entirely upon this method for selling room air-conditioning units. They have many ways of finding and closing sales with prospects. For example, when one of the salesman drives into a filling station, stops in a restaurant, or shops in a store which is not air-conditioned, he always engages the proprietor in conversation and leaves his card. They figure almost any place of business which doesn't have it already is a prospect for air-conditioning, and the practice has paid off repeatedly.

The salesmen also make it a point to call on builders and contractors in the area, stressing the advantages which tourist courts, motels, new stores and apartment houses have in the highly competitive resort area, when they are air-conditioned.

But the practice of utilizing existing installations is by far the most profitable sales method he has found, Autry declares. It is a "must" with him to concentrate on getting the prospect into a user's office or home to show him the air-conditioning unit at work.

"The downtown and office section of Daytona alone, is an extremely fertile field for selling room air-conditioning units," he says. "With very warm weather almost ten months of the year, air-conditioning is practically indispensable to a modern office.

"I take a prospect along with me—

(*Continued on page 266*)

GET
the *Capehart* STORY
FROM
your *Capehart* DISTRIBUTOR

and JUMP ON
THE *Capehart* BANDWAGON
for PRESTIGE and PROFITS
with this Superb Television Line

*R.S.V.P.**

CAPEHART leads off its big Fall Campaign with this hard-selling

THE WORLD'S FINEST INSTRUMENT FOR HOME ENTERTAINMENT

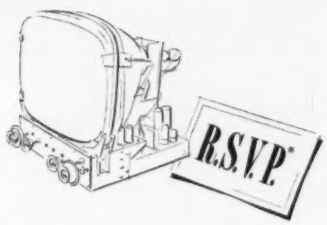


The CAPEHART "Atlantan." Handsome, functional contemporary cabinet styling with 21-inch Capehart Crystal-Clear Picture. Symphonic Tone. New chassis with R.S.V.P.* The Capehart "Atlantan," like all Capehart television instruments, is ready for UHF when it comes. Designed by Lee Stone.

ad, appearing in The Saturday Evening Post, Sept. 27, 1952

THE INCOMPARABLE

New Capehart



Your Home deserves the Best

CAPEHART, climaxing 25 years of electronic leadership, brings to television the supreme achievement in brilliant performance—the new Capehart with *Reserve Supply Video Power. Designers, engineers, scientists and craftsmen, inspired by the Capehart tradition of "always something better" have developed and perfected an entirely new "power-packed" television chassis that is establishing sensational new heights in tone and picture reception throughout the country.

Performance alone reveals the truly miraculous perfection of the new Capehart with *Reserve Supply Video Power—the latest triumph of American inventive genius. See the new Capehart . . . then decide. Your home deserves the finest. *See your classified directory for the name of your Capehart dealer or write Fort Wayne.* Prices start at $229.95. (Capehart R.S.V.P. also available in table models.)

Capehart — an IT&T Associate

CAPEHART-FARNSWORTH CORPORATION, FORT WAYNE 1, INDIANA

An Associate of International Telephone and Telegraph Corporation



The CAPEHART "Bostonian." Luxury television at a realistic price. 21-inch Crystal-Clear Picture. Symphonic-Tone. R.S.V.P.* for clearer, brighter pictures.



The CAPEHART "Monticello." Brilliantly engineered and beautifully styled. Capehart R.S.V.P.* with 21-inch Crystal-Clear Picture and Symphonic-Tone.



The CAPEHART "Chippendale" Phonograph-Radio. Mastercrafted 18th century cabinetry. Symphonic-Tone. Plays all types of records automatically. AM-FM radio.



The CAPEHART "Saratoga." The complete instrument for home entertainment. 21-inch Crystal-Clear Picture. Symphonic-Tone. AM-FM radio. Plays all records automatically.



The CAPEHART "Trenton"



The CAPEHART "Monmouth"



The CAPEHART "Monticello"
(Mahogany)



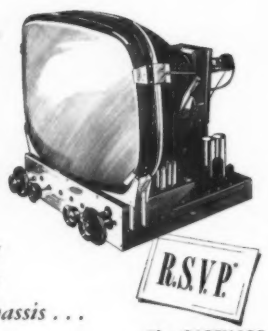
The CAPEHART "Monticello"
(Blond)



The CAPEHART "Charlestown"
(Mahogany)

Here is the complete new line of Capehart Television Instruments

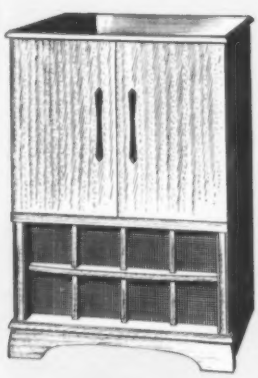
with the revolutionary power-packed *Reserve Supply Video Power Chassis . . .* Ready for *UHF* now!



The CAPEHART "CX-36 Chassis"



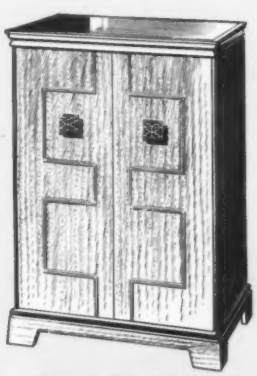
The CAPEHART "Bostonian"



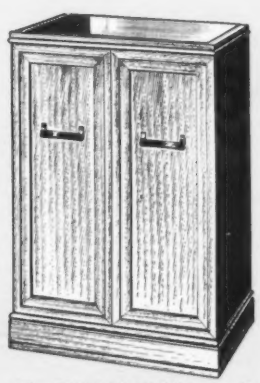
The CAPEHART "Charlestown"
(Blond)



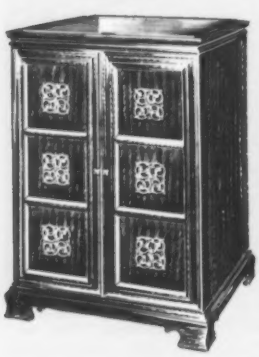
The CAPEHART "Redwood"



The CAPEHART "Atlantan"
(Blond)



The CAPEHART "Chicagoan"
(Blond)



The CAPEHART "William Penn"



The CAPEHART "Ticonderoga"



The CAPEHART "Saratoga"

The opportunity of a lifetime may be waiting for you—to join the selected list of Capehart Dealers. Check the Capehart Distributor in your territory or write: Capehart-Farnsworth Corporation, Fort Wayne 1, Indiana.



To Catch a Crook

You'll have to be your own Sherlock to stop the many kinds of employe stealing that are taking thousands of dollars from dealers' tills every day; to be a good detective you should know some common schemes and their safeguards

DISHONESTY losses have increased tremendously during the past few years. In analyzing and classifying hundreds of case histories covering such losses as presented by companies selling fidelity and surety bonds, it is apparent that many electrical dealers have been hard hit during the past few years by embezzling employes.

Precautions Needed

Here are some of the schemes used and some recommended precautionary practices to help the dealer guard against similar double dealing. The exact losses to the penny were given by the insurance companies, but the figures have been rounded for easy reading.

Gyp No. 1: "Knocking Down"

One sales clerk falsified sales records to show less than he actually received and pocketed $1,700. Another clerk falsified the figures on the cash register tape, depositing in drawer only the amounted recorded and appropriated $2,000 in two years. In a number of cases, employes sold merchandise and withheld the entire proceeds, thefts running as high as $9,500 over a period of time.

Safeguard. A modern cash register detailing the price of each item, the total amount of the transaction and the total number of articles registered, a receipt going to the customer. A conspicuous sign near the register urging the customer to cooperate by checking purchases and counting change is an additional safeguard.

Check cash sales receipts daily against a backlog of experience figures covering the same days in prior years. Inclement weather or other factors may vary sales for the same day or week in one year or period and such reasons should be noted on the daily records to explain the variances.

The monthly profit and loss statement is another safeguard. If the profit decreases without any apparent reason the dealer should look into his cash receipts to see whether he is getting all that's coming to him. One dealer, noticing a substantial decrease in the net, investigated, and found that two employes had stolen $3,100 during the prior six months. The monthly profit and loss statement is beneficial in other ways, yet, surveys indicate that only about 20 percent of the dealers in this field prepare them.

The dual handling of cash transactions to prevent the misappropriation of funds is recommended by accountants. One person sells and records, the other takes the money and enters the amount. In small stores, the boss usually takes the money.

Gyp No. 2: Destroying Records

A bookkeeper withheld $2,600 from cash receipts, covering up the thefts by destroying the applicable records. A clerk pocketed the proceeds of cash sales, gave original slips to customers, destroyed the copies, and got away with $2,800 in one year.

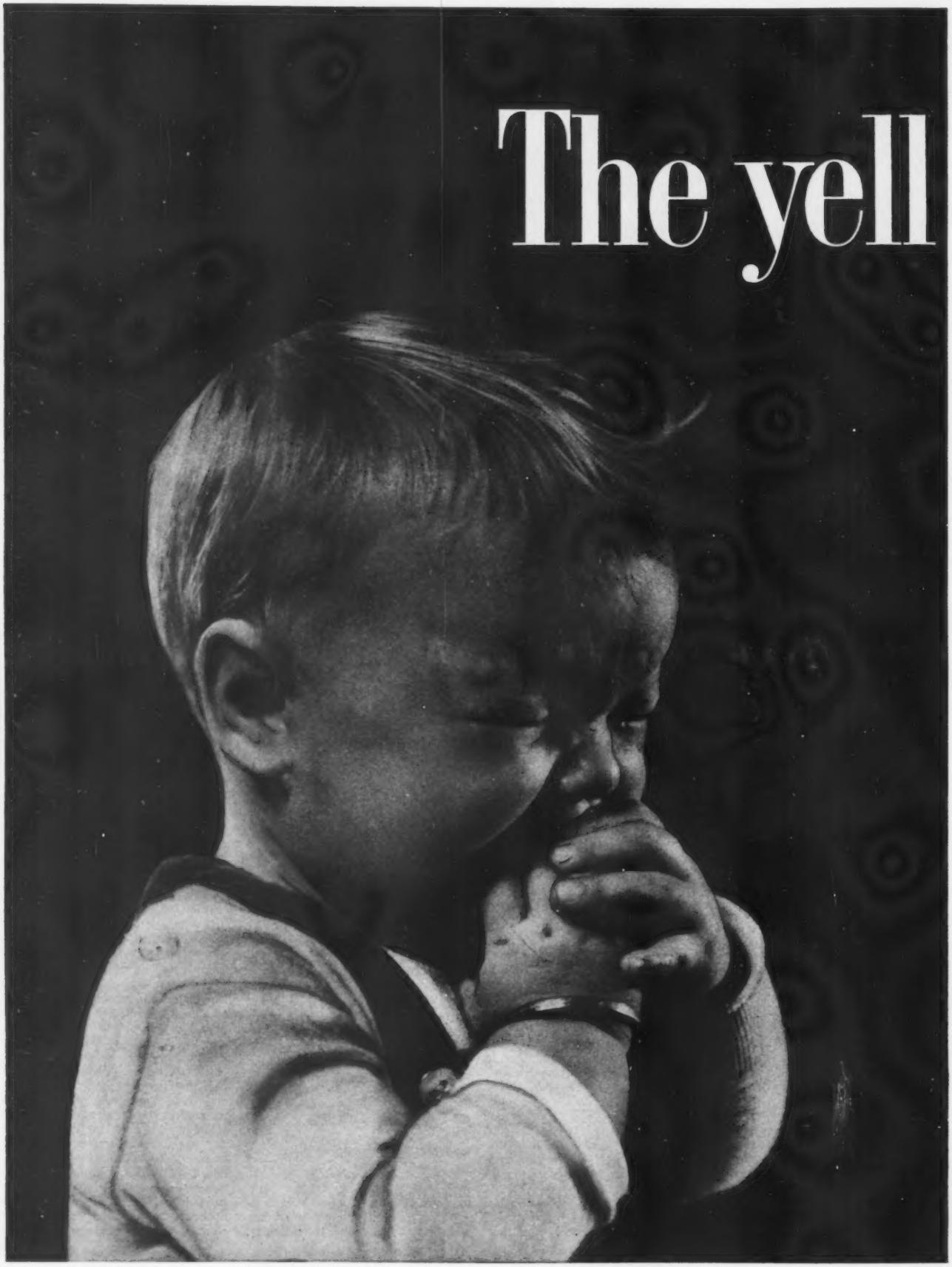
Safeguards. The easiest way to guard against such thievery is to see that all business papers connected with sales, collections and expenditures are numbered consecutively. Check the sequence daily. If a numbered sales slip or collection receipt is missing, check back immediately. If slips are made out in error, they should be voided and accounted for.

Gyp No. 3: Stealing from Collections

A collector withheld $1,850 in cash collections from customers and was able to cover up his thefts for several months because the dealer would turn over to him his customers' monthly statements for personal presentation and he would destroy the statements of the customers whose payments he had pocketed. The dealer used this collector to speed up collections on past due accounts. Customers who paid promptly were not contacted.

A bookkeeper withheld payments received on charge accounts, gave receipts to customers and did not credit the accounts with payments—loss to boss, $1,600. Another bookkeeper retained $2,300 collections from customers, never credited their accounts and carried them as receivable on the books for more than a year.

(*Continued on page 268*)


The yell

that starts a sell!

YOU'VE heard it. You know what it means. That yell is an order to be fed, to be changed, to be coddled, to be kept warm.

It's a yell that keeps mother busy, busy, busy all day long (and part of the night) doing the hundred-and-one tasks that add up to a big week's work.

It's a yell that makes mother wish she could save an hour a day with a dishwasher. It makes her think how a dryer would save her those trips to the back yard on rainy days . . . how a Disposall® would take the mess and the clutter of garbage off her hands forever.

It's a yell that makes her want and need more appliances.

It's a yell that starts a sell.

Why it's getting louder

It's a loud yell. You can hear it from Maine to California, from Florida to Oregon, with plenty of echoes in between.

It comes from more than 16,000,000 children under five years old, in the United States today.

And it illustrates today's most important fact about the appliance business. That fact is this: *The market's alive with selling opportunity.*

Families are able to buy!

Pay rolls and pay checks have reached an all-time, all-American high. Savings have reached an all-time high. The people want and need appliances. We say they can be sold and that effort and energy will put appliances in their homes . . . and money in your account.

Blueprint of opportunity

Yes, the market is growing. And the *opportunity* is growing for the appliance industry. Economists say that, in many appliances, sales in ten years will dwarf the sales rates of today.

That's why General Electric is putting millions of dollars of *growth money* into Appliance Park, a huge new plant at Louisville, Kentucky, which will make all of General Electric's Major Appliances.

Appliance Park is designed to serve a bigger market—and to mass produce the *biggest values* in the appliance business.

We think of it as a blueprint of opportunity—for the team of you and G. E.

CLARENCE H. LINDER, *General Manager*

Major Appliance Division

Louisville 2, Kentucky

GENERAL ELECTRIC

PROFIT

1951 Sales Up 28%

HERE ARE 7 SALES PACKED REASONS WHY A DEALERSHIP FOR THIS HOT ITEM IS A SOLID MONEY MAKING DEAL!



Burnham Portable electrically heated Steam Radiator – for bathrooms, nurseries, rumpus rooms, sun porches, garages – in fact perfect wherever, whenever heat is needed.

1 It's an electrically operated steam radiator that delivers completely safe and dependable heat.

2 It's made and backed by a nationally known heating appliance firm with a 78 year reputation for unquestioned quality.

3 It's built of cast iron for lifetime service.

4 It's equipped with the finest heating element and thermostatic controls available.

5 It's priced to give the dealer a good profit and the consumer a good value.

6 It stays sold and creates demand for additional units.

7 It costs little to operate.



Burnham Stationary Model electrically heated Steam Radiator – each a self-contained, automatic heating unit. Ideal especially for homes supplied with low cost electric power.

Consumer demand is increasing wherever these radiators are sold. Customers know real value when they see it – and these quality radiators are built for lifelong durability, efficiency, and economy of operation. It's a big profit maker! Nationally advertised for years in leading home magazines. Send Coupon Now!

Available for Immediate Delivery

BURNHAM *Portable*

STEAM RADIATOR

ELECTRICALLY HEATED

BURNHAM CORPORATION
Electric Radiator Department
Zanesville, Ohio
EM-92

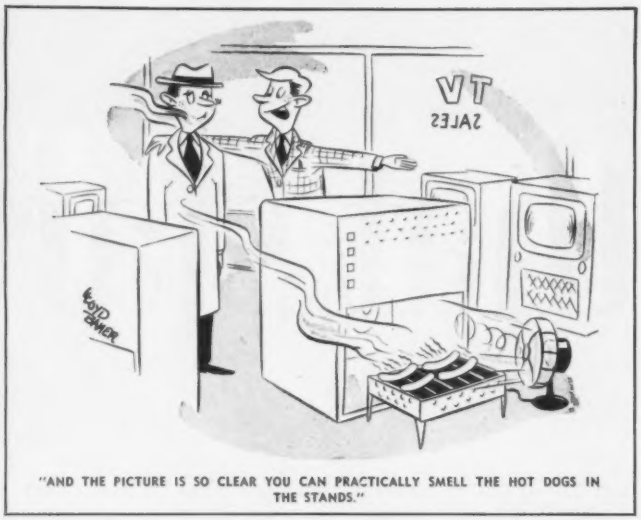
Please send me literature and sales manual telling all about Burnham Portable and Stationary electrically heated Steam Radiators.

Name .....

Address .....

City ..... State .....

Burnham Corporation
ZANESVILLE, OHIO



"AND THE PICTURE IS SO CLEAR YOU CAN PRACTICALLY SMELL THE HOT DOGS IN THE STANDS."

$90 Million Spider Web

CONTINUED FROM PAGE 114

Laboratories. This new cable called "coxial" resembled a pipe containing a number of copper tubes through each of which runs a heavy copper wire held in place by insulating discs.

In 1936, Long Lines laid the first coaxial cable between New York and Philadelphia and made it available for tests. The following year, motion pictures were televised and sent over this route. In May 1940, video pictures were transmitted over the cable and back, a distance of nearly 200 miles, and, a month later, the Republican National Convention at Philadelphia was televised for broadcast in New York.

Then the war halted development and the coaxial cable was used only for telephone service. When the war ended, television activities were resumed. Intercity television regained its stride in 1946 when regular network transmission started between Washington and New York.

The year 1946 also marked the first intercity color transmission when test programs were routed over the coaxial cable from New York to Washington and back.

Plan Microwave System

After years of scientific investigation beginning long before the war, microwave radio-relay became a reality. This new means of communication requires no intercity cables or wires to carry the signals. Transmission is by radio in the form of microwaves relayed from tower to tower, each tower spaced approximately 30 miles from the next.

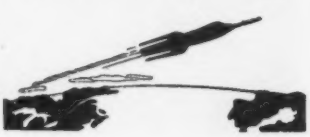
In 1947, a radio-relay system was constructed for experimental use by the Bell Telephone Laboratories between New York and Boston. It proved to be well suited for transmission of both telephone and video signals. Together with the coaxial cable between New York and Washington, this radio-relay system was linked to form the Bell System's eastern TV network. In 1948 Richmond was added to the network by a coaxial cable link to Washington.

That same year, the Bell System opened a Midwestern network to

(*Continued on page 136*)

The CAPTAIN wants to MEET YOU!

SEE PAGES 138 & 139



AMPRO

WORLD'S LOWEST PRICED TAPE RECORDER

$119.75 complete



ADVERTISED IN LIFE

BIG BIG PROFITS

New re-styled unit in attractive burgundy and gold

Records anything... plays back instantly!

- Two Full Hours on One 7 inch reel
- Light, Compact; Weighs only 17 Pounds
- Easy to Thread and Operate
- Big 5 inch x 7 inch Speaker
- Motor Rewind and Fast Forward

Here's the big brand name to feature for fast, *fast* tape recorder sales! Display the Ampro Model 731-R so that your customers can actually try it. Let them see how *easy* it is to operate. Let them *know for themselves* how much fun they can have! All you need to do is suggest the *many* uses for the Ampro Tape Recorder, and you've clicked-off a sale. Yes, you can *sell* the world's lowest priced Tape Recorder with the big brand name . . . AMPRO!

AMPRO CORPORATION
(A General Precision Equipment Corporation Subsidiary)

AMPRO
Famous For The Finest

AMPRO CORPORATION EM-9-52
2835 N. Western Avenue, Chicago 18, Illinois
Gentlemen:
Send me complete information about a franchise for the Ampro Tape Recorder. I am a ☐ Dealer ☐ Distributor.

Name.....
Firm Name.....
Address.....
City.....State.....

Sell more Electric

Graybar's 1953

This Attractive GIFT BOOKLET for your customers

This beautifully-illustrated gift booklet works for you day after day. Strong, gift-slanted selling copy keeps customers coming in, writing in, phoning in . . . the year around.

Covering all of the well-known, nationally advertised brands of electric housewares distributed by Graybar, this 24-page self-mailer can help make your store the gift center of your community.

Best of all, by printing in huge quantities, Graybar makes this booklet available to its dealers at the low, low cost of only 3¢ each . . . with *your* imprint free on orders of 500 or more!



Special money-saving "Buys" on modern DISPLAY KITS

A special Graybar arrangement brings you Deca pole* and panel display units at savings of 25 to 30%.

These versatile displays give modern, eye-catching appeal to your windows, store corners, floor displays, and other traffic points. Easy to assemble, you can tailor displays to show off appliances to the best possible advantage.

**The Deca pole is a sectional, spring-loaded metal pole adaptable to any floor-to-ceiling height. It acts as support for the wood-framed perforated Masonite display panels and shelves. Complete with hardware, kits are available in 3 sizes.*



Housewares the year around with

DEALER PROMOTION PLAN



Here it is – the 1953 edition hot off the press! Graybar's Electric Housewares Catalog combined with a bigger, better Appliance Merchandiser section. Thought-provoking, how-to-do-it information on using your consumer gift booklets . . . on building more dramatic displays . . . on increasing your year around sales of electric housewares – the kind of help you need to cash in on every gift-giving occasion.

GRAYBAR ELECTRIC COMPANY, INC.
Graybar Building, 420 Lexington Avenue, New York 17, New York

44,000,000* SALES PROSPECTS

for the BEST SPACE HEATER IN THE WORLD

Safest! most Efficient! most Economical!

THE PORTABLE

Electresteem

ELECTRIC STEAM

RADIATOR



IT'S JUST AS EASY TO SELL AS ANY OTHER TROUBLE-FREE APPLIANCE PACKAGE

AND IT'S PROFIT-PACKED!

Plenty to Tell for Loads of Sell!

SAFEST IN THE WORLD — It's as safe as a toaster—no fumes, no fire hazard, no exposed elements—absolutely as safe as the radiators in a regular heating system. U. L. Approved—of course.

HIGHEST EFFICIENCY — Heats by true convection—distributes abundant, uniform, healthful steam-heat to *every* corner of the room—leaves none of the "cold spots" of directional heaters.

LESS THAN 2¢ PER HOUR TO OPERATE — Most economical space heater on the market—delivers *more* heat for *less*. Exclusive patented all-steel construction transfers heat 4 times faster than old-fashioned cast iron radiators—and does it at *lower* operating cost.

PERFECT PORTABLE AUXILIARY HEAT ANYWHERE — ELECTRESTEEM is amazingly lightweight—carries easily (has convenient carrying handle) to provide ideal supplementary heat quickly and efficiently—*anywhere*.

BEST OF ALL, MR. DEALER:

ELECTRESTEEM IS PRICED RIGHT, AND

THE MARK UP IS RIGHT

NOW IS THE TIME TO ACT! ▶

GET THE PROFIT FACTS

SAFE, HEALTHFUL STEAM HEAT FROM ANY AC or DC WALL PLUG

There's absolutely nothing comparable to ELECTRESTEEM—the finest auxiliary space heater in the world. Available in two models: 8-SECTION delivering 3,250 BTU per hour; 10-SECTION delivering 3,940 BTU per hour. Choice of Walnut or Ivory finish. Each model delivers safe, healthful man-sized heat on midget-sized power consumption.

*TREMENDOUS UNTAPPED MARKET FOR APPLIANCE DEALERS

Every home is a prospect—for nursery, basement den, workshop, attic, sick room, bathroom. Hundreds of other profitable markets: Summer cottages, motels, trailers, gas stations, yard offices, ticket booths—wherever safe, healthful supplementary heat is desired. There's no limit to the market—no limit to your selling and profit potential.

ELECTRESTEEM is nationally advertised to pre-sell for you

ELECTRIC STEAM RADIATOR CORP.
1 Electric Avenue (Bourbon County) Paris, Kentucky

Please send complete descriptive literature and sales helps—everything I need to build a profitable business around ELECTRESTEEM Radiators.

Name_____

Address_____

City_____ Zone____ State_____

ELECTRIC STEAM RADIATOR CORP.

$90 Million Spider Web

CONTINUED FROM PAGE 132

serve seven major cities from Buffalo to St. Louis. The midwestern and eastern networks were joined early in 1949, when Pittsburgh was added to the network.

Demands for telephone and television service increased and in 1948 Long Lines laid plans to span the nation with a microwave radio-relay system. The first section was opened between New York and Chicago in 1950. The system was completed to San Francisco in August, 1951, and was used to carry the first coast-to-coast television broadcast on September 4th of that year showing the opening of the Japanese Peace Treaty Conference.

Additions for Convention

Early in 1952, the TV network already linked 95 of the 108 television stations in the United States. Then increased public demand for maximum television coverage of this year's national political conventions brought requests from broadcasters for further network extensions. By "stepping-up" the construction schedule, Long Lines was able to add 12 stations in 10 new cities to the intercity network in time for the political conventions.

Thus today, network service is available to 107 of the 108 TV stations in the United States. Station KOB in Albuquerque is the only station not yet served by the network.

Television has come a long way since April 7, 1927, when Herbert Hoover, speaking in Washington, was seen and heard by a small audience in New York. In October, 1947, less than five years ago, the Bell System TV network consisted of two channels interconnecting TV stations at New York and Washington for a distance of 476 miles. Now almost 30,000 miles of television channels span the country and the Bell System's investment in facilities used for TV totals $90 million. Yet the cost of the service remains low, averaging 10 cents per mile for a half-hour network program.

Theatre Television

Network television service is also furnished to theaters for telecasting sporting and other special events. Since the first commercial theater television service furnished by the Bell System in 1948, the largest theater TV network, to date, linked 38 theaters in 24 cities from coast-to-coast for the Robinson-Maxim fight last June. On several occasions, the Federal Civil Defense Administration has used theater television on a closed circuit basis for air raid instruction.

This summer, the Bell System's TV network will be extended into Canada at Buffalo when the Dominion's first television network is opened for service in August.

As the television industry grows the Bell System plans to furnish the intercity network facilities required by

(Continued on page 140)

HOW'S THIS FOR A HOLIDAY BONUS?

SPECIAL OFFER

WESTINGHOUSE XMAS BULBS

PLUS THIS MERCHANDISER

1952's FASTEST-SELLING CHRISTMAS BULB ASSORTMENT



Sturdy, corrugated construction; two colors; 16" deep, 10" wide, 24" high. Shelves separate packages. Open platform tray.

SPECIAL HIGH-PROFIT STOCK

Quantity	Bulb	List Price
60	C-6	.075 ea.
150	C-7½	.14 ea.
40	C-9½	.17 ea.

$32.30 total list value (plus $2.77 tax)

Here's the perfect packaged assortment to keep holiday sales up. This attractive merchandiser gives you a complete Christmas bulb department in compact counter form . . . gives you a better percentage of high-profit, high-demand bulbs than any competitive offer. If you have a big, busy counter, order two merchandisers. You get a fast-moving stock of assorted colors. And besides, you get top-drawing point of sale aids to point up the new Permacote finish. Let this special Westinghouse offer be Santa Claus to your sales! Westinghouse Lamp Division, Bloomfield, N. J.

REMEMBER ONLY

Westinghouse

gives customers PERMACOTE

The only Christmas tree bulb with this exclusive benefit, Permacote won't chip or peel, permits use indoors or outdoors. Boost this feature . . . boost your sales!

ORDER NOW . . . FOR A BRISK, BRIGHT BUSINESS IN WESTINGHOUSE BULBS



CAPTAIN RAY-O-VAC FLASHLIGHT

Here it is . . . the new Captain Ray-O-Vac flashlight! Sturdy, dependable, sure to thrill the kids. It's "Rocket-red," decorated with a picture of the daring Captain Ray-O-Vac.

JET CARTON

Snip-Zip . . . it's a Rocket Ship! The flashlight comes in an exciting carton. Just a snip of the scissors transforms it into a "jet-propelled" space ship. A packaging idea to spark up your sales.

ALL THE KIDS LOVE SPACE CADETS

SO...KEEP YOUR SALES

"ON THE BEAM"

with

Captain Ray-O-Vac

(He's the greatest battery and flashlight salesman on earth!)

ZOOM . . . that's what your sales will do when the young fry in your town see the new "rocket-red" Captain Ray-O-Vac flashlight. All the kids love Space Cadets . . . so they'll want to own this flashlight with the space hero, Captain Ray-O-Vac, painted on it. Especially when they see it comes in a rocket-ship package! And it's priced so that Mom and Dad will be all in favor too. Be sure to have plenty of Captain Ray-O-Vac flashlights on hand and promotion material on display. Let the Captain put a big rocket-push behind your Ray-O-Vac flashlight and battery sales.

Put Captain Ray-O-Vac on your sales staff today!

He's jet-propelled . . . has a fuel tank full of sales and merchandising helps



GIFT for every youngster who buys the Captain Ray-O-Vac flashlight: Captain Ray-O-Vac's Adventure and Game Book—it introduces the captain, his three friends, and his wicked enemy, the Sorcerer.



Captain Ray-O-Vac is perched on the top of this big floor stand display. He's sure to bring *your* customers to a stop. A practical display too, for it's filled with Ray-O-Vac LEAK PROOF flashlight batteries.



You'll get power-house support from counter cards, a counter basket display, battery tester, and a traveling window display. Get all the information from your Ray-O-Vac representative.

The Captain Ray-O-Vac flashlight uses famous LEAK PROOF flashlight batteries. Sealed in steel.



RAY-O-VAC
flashlights • **LEAK PROOF** *batteries*



RAY-O-VAC COMPANY, MADISON, WIS. • RAY-O-VAC CANADA, LTD., WINNIPEG, MAN.

BOY! What a selling feature!

"simplified cooking"

(exclusive with TK Monotubes)





Smart dealers are finding they have a terrific selling feature in TK Monotubes*... especially when you need something different and better to get the business at a profitable price.

That's why most range manufacturers now equip new models with TK Monotubes and why more and more dealers are using Monotubes for replacement sales. Monotubes are designed and built for *simplified cooking.*

HERE'S HOW

Monotubes are *single-coil* surface units. This means that you get as much, or as little, *all-over heat* as you want. No "inner coil" or "outer coil" cold spots . . . no complicated switch positions . . . and no charts to confuse her. By merely setting the Monotube dial for whichever heat she wants, the housewife gets instant *all-over heat,* for *any size utensil she wants to use.* And the broad, flat coil provides up to 32.8% more contact with utensils for economical cooking.

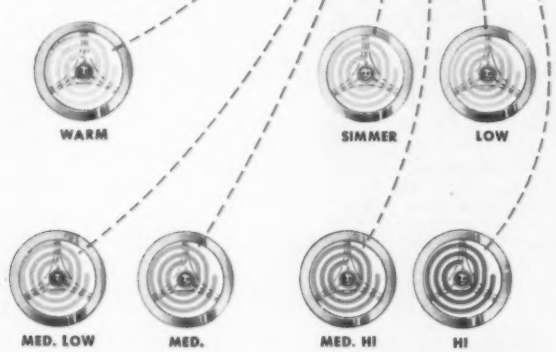
EASY CLEANING

Monotubes are the easiest type unit to clean because they "stand alone." One twist of the housewife's wrist and the coil literally "stands alone" . . . out of the way for easy, fast cleaning of pans and range surfaces.

Easy-to-get heat, simple and economical to use, and simple to clean. They add up to *simplified cooking* and TK Monotubes.

See your distributor today and take advantage of this selling feature that's exclusive with TK Monotubes. All you need are 4 basic coils and 9 pans to service any range in your area . . . to convert them all to *simplified cooking.*

*T. M. Reg. U. S. Pat. Off.



Whether it's for fast frying or slow simmering, no matter what setting she chooses, the housewife gets even, all-over heat with each turn of the selector dial. No "hot spots" or "cold spots" that cause uneven distribution of heat to cooking food.

TK FERRO

TUTTLE and KIFT, INC.

A Subsidiary of Ferro Corporation

1835 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

$90 Million Spider Web

CONTINUED FROM PAGE 136

television stations and broadcasters. And, in anticipation of the industry's requirements, Long Lines' present construction program provides for additional TV channels over certain main routes. Already broad-band facilities are under construction between Seattle and Yakima, between Oklahoma City and Amarillo, Tulsa and Kansas City via Wichita. And a co-axial cable connecting Phoenix and Forth Worth via Tucson and El Paso needs only the addition of certain special equipment to enable it to carry TV as well as telephones. Further extensions of the Bell System's TV network, however, will be governed by the rate at which new television stations are built and the availability of critical equipment and material. *End*

TV Sales Without Service Contracts

CONTINUED FROM PAGE 113

tice for most of the service companies. By making an extra trip we couldn't possibly repair a set for the $4 service call. When the serviceman is in the home he can visit with the homeowner and find out if she is interested in any other appliance or an additional television set."

So popular has his service department become that Hinton gets many calls from people who bought their set elsewhere and he handles as many as he can after his own customers have been taken care of, selling several sets to these people. One man bought two sets after receiving good service on a set he bought from another dealer.

Not for Profit

"We don't intend our service department to do more than break even," Hinton declares. "Any appliance dealer should have a good service department if he wants to really become a fixture in the community, especially for television. With his own service the dealer can be sure that his customers will get it quicker and better to make them happier. Only about one set in 25 really needs to be brought back to the shop for repair, thus my men fix a set in much less time (and ¼ cheaper) than a service firm, as they usually take a set back (and charge $15 or $20) to the shop. We can make many service calls when it only takes from 10 to 40 minutes to fix a set."

Because Hinton has the service department as the backbone of his friendly relation policy, he doesn't believe in specials or trick advertising. "I just don't like to use that type of advertising," Hinton says, "I've built up a good business because good help (nine servicemen and four salesmen) make satisfied customers. *End*

You build *your* name when you sell *Ours*...

D·W·WHITEHEAD DWW

D·W·WHITEHEAD

When you link your good name to ours, you invite greater prestige and profit. Why? First, because as dealers will tell you, the DWW trademark is known to and trusted by a vast buying public. Second, because DWW Automatic Gas and Electric Water Heaters are synonomous with quality, economy and dependability. And last, because they offer unmatched performance, they offer steady sales and recommendations. All this, backed by our hard-hitting national advertising campaign keeps DWW in the public eye and the public eye on the dealer that carries DWW.

Cash in ***on these advantages of DWW Automatic Water Heaters***

electric:

Plenty of clear hot water • Economy • Trouble-free performance • Chromalox immersion heating unit • Easily removable porthole cover • Cathodic protection by magnesium rod • Heavy legs for sturdy support • Inlet and drain located to offer greatest installation convenience • Heat trap to prevent back circulation in piping • Double extra-heavy galvanized steel tank • Underwriters' approved heavy wiring • Precision engineering • Upright models to conserve floor space, tabletop for extra work space • Advanced design • Gleaming enameled casing • Adjustable thermostats • Extra-thick Fiberglas insulation

• D. W. WHITEHEAD also features an exclusive baffle at cold water inlet. This prevents mixing of hot water with incoming cold, insuring consistently even water temperature and greater economy of operation.

gas:

Efficient economical operation • Heavy Fiberglas insulation to prevent heat loss • Adjustable thermostat, easily set for any temperature • Advanced design with latest scientific improvements • Gleaming enamel casing with smart, modern lines • Precision engineered • Automatic safety pilot that automatically shuts off gas if light goes out • Liberal 10-year guarantee • Non-clogging burners • Dust-free base for trouble-free performance.



D·W·WHITEHEAD **D. W. WHITEHEAD MANUFACTURING CORP., 599 West Ingham Ave., Trenton 8, N. J.**

Your customers don't need oil wells... to buy these appliances!



You don't have to lose sales just because customers think "big name" merchandise is priced too high! Get their business with Son-Chief. Nationally known and recognized for top value. Smartly designed, built for performance, priced for turnover, the Son-Chief line is your best bet for a supplementary line. Investigate!

OFFER THE COMPLETE LINE OF DEPENDABLE SON-CHIEF APPLIANCES



Son-Chief Pop Up Toaster # 822 | No. 680-17 Speed-Master Toaster | Son-Chief Toaster # 680A

Son-Chief Automatic Iron # 334 | No. 9180 Combination Grill & Waffle Iron | Son-Chief Automatic Iron # 382SN | Son-Chief Indicator Iron # 388

BUYING A BIG NAME OR A BIG VALUE?

Compare the Magic Maid Automatic Pop-up Toaster with any of your top-priced models, feature for feature. Luxury styling, gleaming chromium, engraved sides, toast color control, hinged crumb tray, guaranteed performance, automatic shut off . . . it's got them all, yet costs $5 to $8 less! Magic Maid sells where others won't, gives you quick turnover, full markup, high profits. See it now!



Magic Maid

AUTOMATIC POP-UP TOASTER

SON-CHIEF *Electrics Inc.*

WINSTED, CONNECTICUT

Why Women Don't Read Instruction Booklets

"Because they have no motivation to do so," is one expert's answer

By Rudolph Flesch

A READABILITY expert and language engineer often runs into puzzling problems. Recently people in the electrical appliance field asked me: "Why won't housewives read instruction booklets?"

At first glance this looked like a poser—one of those things about women nobody can explain. But after I had studied half a hundred electrical-appliance instruction booklets, the answer was perfectly clear to me: Women don't read instruction booklets simply because they have no motivation to do so.

Why do women read anything? Why does anybody read anything? Because they expect to get something out of it—pleasure, excitement, information, practical help. Well, those instruction booklets, you'll say, are written to give useful information. They tell the housewife how to run her equipment and so naturally she'll want to read them.

What You Have to Buck

But wait a minute. Take the woman who has just gotten a new stove, refrigerator, or washing machine. She has been told how it works and doesn't anticipate any trouble whatever. The day the machine is installed she starts using it—enjoying her new way of cooking, washing, ironing, what have you. The last thing she feels like doing that day is reading an instruction booklet. So she takes it and puts it into a drawer. Weeks later, when there is some trouble with the machine, she takes it out and starts reading up on what went wrong—only to discover, of course, that there wouldn't have been any trouble if she had read the instructions in the first place.

What can be done about this situation? Mainly two things, I think. First, put essential operating instructions permanently on or near the machine. Second, provide the booklets with "built-in motivation".

As to the first point, here's what all appliance manufacturers ought to do: Boil the operating instructions down to an absolute minimum and then stamp, paint, post, label them on the front of the machine, on the top, on the wall next to it—anywhere where they'll stare in the face of the housewife every single time she is using the equipment. Then, and only then, will you make those basic operating rules automatic, unconscious habits—things the housewife will do without thinking, and therefore without ever forgetting them. And remember one important point: It isn't always the woman of the house herself who is using the machine. There are the older children, there's the husband (grumbling, of course), there are sisters, mothers-in-law, neighbors who take a hand during illness or other emergency—all sorts of people who have not the slightest notion of even the existence of that instruction booklet in the drawer but have to use the equipment in a hurry. The only way to stop them from making a mess of things is, as I said, to put the basic instructions where they can't be missed.

In other words, go on the principle that the machine may be used at any time by someone who has forgotten how to use it or has never been told. Think of a telephone: you'd expect everyone in America to know how to use a telephone. But look into any telephone booth and you'll find the essential instructions on the wall.

And now let's go back to our instruction booklets and the problem of "built-in motivation" for reading. Look at the booklets that are available how and you'll find that they contain *everything else but* motivation.

Advertising, for instance. Typically, you find material such as this:

"How many times have you gotten up in the morning and scurried around to get a washing started, just because it was good drying weather. Today, the forward-looking housewife is not a 'weather watcher'. She is the proud owner of a—dryer."

Who do you think would be the person *least* interested in reading this sort of stuff? Yes, you're right: the woman *who has just bought a dryer.*

Or take technical details about the construction of the machine. Like this, for example:

The motor-compressor of the refrigerator is protected by an automatic overload protector, or relay. If at any time, due to voltage fluctuations, electrical storms, or something in the refrigerating mechanism itself, an overload is placed on the motor, the protector will automatically cause

(*Continued on page 148*)



"I PUT THIS DUMMY BUTTON HERE MYSELF—IT DRIVES HER NUTS."

LOOK WHAT'S COMING YOUR WAY!



BIGGEST HOTTEST "Bring-em-into-the-store" TV Promotion Ever Staged!

BUCK ROGERS and 30,000,000 KID-SALESMEN will bring MILLIONS OF PROSPECTS to SYLVANIA-TV DEALERS

WATCH FOR IT...COMING SOON!



The ARLINGTON (175M) 21" Table Model with HALOLIGHT. Mahogany veneer cabinet. Stratopower "508" Chassis. Available with built-in UHF reception. Also in Blonde (175B).

GET READY to climb aboard Sylvania's big "Space Ship" promotion — and rocket your TV sales to new highs for '53!

This most spectacular promotion in TV history is going to *double, triple* and *quadruple* store traffic for Sylvania dealers everywhere. Watch for it! Contact your Sylvania Distributor right away—and get set for the biggest sales drive ever put on in your territory!

America's Fastest Growing Television. The new 1953 Sylvania TV with HALOLIGHT is the most powerful, most beautiful line of television ever offered to public and trade. Backed by record-breaking advertising and promotion, Sylvania and its dealers will zoom to new heights this year!

Tie in with Sylvania's "Out-of-this-world" promotion! Your Sylvania Distributor has all the details—contact him *now!*

SYLVANIA TV

with better-than-ever HALOLIGHT*

*Sylvania Trademark

The Original Frame of Light That's Kinder To Your Eyes

APPLIANCE DEALER

NEWS ABOUT THE PEOPLE YOU KNOW AND THE PRODUCTS THEY SELL

Neighborhood News

PRESENTED BY FAMILY CIRCLE MAGAZINE

Frank DeMarco, New Rochelle appliance dealer, amazed at results of Family Circle survey among his neighborhood customers

DEALERS SAY THEY WANT TO LOCATE NEXT TO SUPERMARKETS BECAUSE OF CUSTOMER TRAFFIC

Appliance dealers want to be alongside a supermarket. This was borne out in a study conducted by Family Circle Magazine in June of this year. In 54 cities, a total of 161 appliance store owners were asked: "If you were to relocate your appliance store, next to which store in your neighborhood would you want to move?" More than 2 out of 3 replied—"supermarket or chain grocery store." Customer traffic was the overwhelming reason given.



More people are attracted to the supermarket than any other institution in the community. These people are the middle-income families of the neighborhood—the very same people which the neighborhood appliance dealer depends upon for sales. Family Circle Magazine is sold in 14 leading grocery chains and supermarkets. Appliance advertising in Family Circle is read by the people whom appliance dealers say are their best potential customers.

FAMILY CIRCLE MAGAZINE GAINED MORE NEW READERS IN THE PAST YEAR THAN ANY OTHER MAGAZINE

606,119 more housewives began buying Family Circle in the year ending March 1952. More new readers than for *ANY* other magazine.

Beginning in January 1953, Family Circle guarantees a circulation of 4,000,000 copies per month. This is one of the biggest circulations in the entire country—reaching 4,000,000 housewife-shoppers in 8,500 neighborhoods across the country. Family Circle is sold *only* in leading grocery chains and supermarkets located in 48 states and Canada.

FAMILY CIRCLE is sold in all the stores of these 14 leading grocery chains: Albers, American, Bohack, Butt, Dixie Home, First National, Grand Union, Hill, Jewel, Kroger, Red Owl, Safeway, Weingarten, Winn and Lovett.

Frank DeMarco, appliance dealer for 19 years in New Rochelle, New York, was amazed to discover that 85% of his customers live within 1½ miles of his store. This was determined by Family Circle Magazine as part of a continuing study to find the pattern of "customer concentration" among appliance store customers.

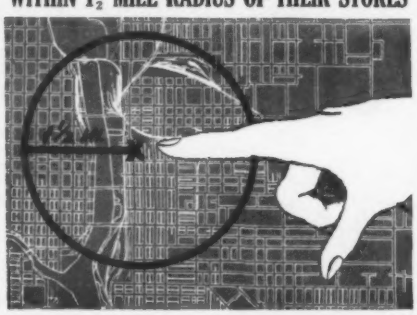
Mr. DeMarco's store, Eastchester Appliances, is located on North Avenue in New Rochelle. Family Circle's interviewer asked Mr. DeMarco where he felt his best customers lived. He replied, "They come from all over." Family Circle offered to check this. Using 265 of the store's most recent sales checks, Family Circle traced the exact addresses of Mr. DeMarco's customers and spotted them on a map. The results—85% lived within 1½ miles of his store.

Family Circle Readers Concentrated in Same Neighborhood

Near the Eastchester Appliance store in New Rochelle is a Safeway supermarket—where Family Circle Magazine is sold. A study among the customers of this Safeway supermarket was made and names and addresses of observed buyers of Family Circle were obtained. 85% of these Family Circle readers live within 1½ miles of the Eastchester Appliance store. This means that Family Circle readers are concentrated in the same neighborhoods where DeMarco's best customers live.

Family Circle has found that this pattern of concentration of Family Circle reader-families and Neighborhood Appliance store customers is not unique. Results of the continuing study across the country among neighborhood appliance stores and stores selling Family Circle show this same pattern of customer concentration. Appliance advertising in Family Circle is read by the families that live in the neighborhoods where appliance stores' best customers live.

APPLIANCE DEALERS BEST CUSTOMERS LIVE WITHIN 1½ MILE RADIUS OF THEIR STORES



Family Circle's recent survey shows that 73% of appliance store customers live within a 1½ mile area of the store. The survey also shows that appliance dealers say their best potential customers are in the families who shop in supermarkets and chain grocery stores. Since most appliance dealers can't very well relocate their stores next to these supermarkets, the question of how to reach these supermarket customers is of great importance.

The one sure way is for manufacturers to advertise appliances in the magazine which is bought in supermarkets and chain grocery stores. Almost 4,000,000 copies of Family Circle Magazine are sold each month in all the 8,500 stores of 14 leading grocery chains located in 48 states and Canada. It reaches the very people who are the sales target of neighborhood appliance dealers.

LEWYT AND REGINA CHOOSE FAMILY CIRCLE TO SPEARHEAD NATIONAL ADVERTISING CAMPAIGN

Lewyt has selected Family Circle to carry an important part of its new national advertising campaign on vacuum cleaners. The first ad in the series will appear in the October issue.

Regina is also a new advertiser in Family Circle, with a full-page ad in the October issue featuring its floor polisher.

Other major advertisers of appliances scheduled to appear in Family Circle in October are: American Gas, Speed Queen, General Electric, National Pressure Cooker, Consolidated Sewing Machine.

Your best customers read Family Circle

Housewife-shoppers buy Family Circle in the supermarket or chain grocery store right in your neighborhood. Three out of four of these women live in your neighborhood. They are your customers. It will pay you to feature the appliances advertised in Family Circle.



GET FREE DISPLAY CARDS FOR YOUR COUNTERS AND WINDOWS

All ads on these pages appear in the October issue of Family Circle. Let us know which ads you want, and we will mount them on display cards and send them to you FREE. Drop a postcard to: Merchandising Department, Family Circle, 25 West 45th Street, New York 36, N. Y.





WALTER J. DAILY, LEWYT CORPORATION

"We have begun to advertise Lewyt vacuum cleaners in Family Circle, because we now recognize that Family Circle's concentrated neighborhood circulation is a good way to reach our dealers' best potential customers."

MYRON T. WEAVER, REGINA CORPORATION

"We believe Family Circle is a most effective and economical way to reach the housewife-shoppers in the same markets where Regina Floor Polishers are sold."





Your best customers read Family Circle

Housewife-shoppers buy Family Circle in the supermarket or chain grocery store right in your neighborhood. Three out of four of these women live in your neighborhood. They are your customers. It will pay you to feature the appliances advertised in Family Circle.



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Family Circle housewife-readers are a good market for G.E. irons—advertisers for the past two years in Family Circle.





CHARLES W. PERSON
AMERICAN GAS ASSOCIATION

"We've been consistent advertisers in Family Circle for the past five years, and have always found it to be an excellent medium for reaching an important segment of the housewife-shopper market."





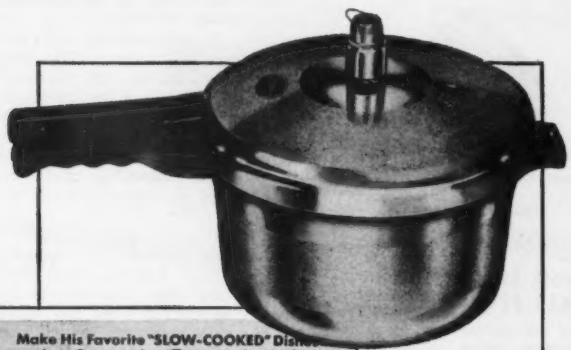






J. S. MORRIS, SPEED QUEEN CORP.

"Speed Queen has been a regular Family Circle advertiser for three years. Family Circle chain stores provide an automatic selectivity of the washer market which Speed Queen is most desirous to reach."





JULES W. LEDERER, NATIONAL PRESSURE COOKER COMPANY

"National Pressure Cooker Company has been an advertiser in Family Circle for a period of years. Family Circle readers are among our best prospects."



PAUL SCHULDER, CONSOLIDATED SEWING MACHINE CORP.

"Family Circle was the first magazine in which we placed our Sewmor advertisements. It has pulled better than 10 to 1 over almost every other magazine on our list."

MORE THAN 50 YEARS' EXPERIENCE BEHIND

Woman's Friend WASHERS



ONE OF THE OLDEST NAMES IN WASHERS

Beginning with a hand-powered wood tub model in the year 1900 (shown below) each decade has seen steady improvement and refinement in both appearance and performance of this pioneer washer. And today we have the trim, handsome "color-designed" REGENT Model — a striking achievement in modern washer design.



1900—FIRST MODEL

1952—STARTING A SECOND HALF CENTURY

DESIGN LEADERSHIP MAKES SELLING EASIER

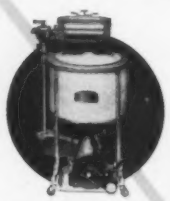
Behind the untiring effort to produce the easiest selling washer is the thought of putting our dealers out in front with a style leader—the top value in its price class. Style leadership is a must—and here you have it!



1930's—PRE WORLD WAR II

SERVICE-FREE PERFORMANCE MEANS MORE PROFIT

Dealer loyalty to the Woman's Friend Washer Line is readily understood when you know about the comparative freedom from service calls. You can install 'em and forget 'em! Exceptionally good engineering and high quality parts are largely responsible.



1920's—POST WORLD WAR I

OVER HALF A CENTURY BUILDING Good WASHERS

Woman's Friend WASHERS
Product of
CENTRAL RUBBER AND STEEL CORPORATION
Findlay, Ohio

Instruction Booklets

CONTINUED FROM PAGE 142

the mechanism to stop functioning. After a minute or two it will start again and continue this, attempting to start the mechanism until the overload is relieved.

Do you really expect women to take an interest in such matters? Of course not. They are completely indifferent to the fine points of a refrigerator as long as the food doesn't spoil.

Well, you say, what *do* you put in a booklet then? How do you provide for that "built-in motivation"? The answer is clear as soon as you think of the booklet not as a little extra thrown in by the manufacturer but as a problem to be solved by a professional writer using professional methods.

Forget about the booklet for a moment. Think of a magazine article. Put yourself in the position of a writer who has just been assigned to do a magazine piece on "How to Get the Most Out of Your Refrigerator (or Stove, Washing Machine, Dishwasher, Dryer, or Whatever)".

How to Go About It

How does a writer go about such a job? Does she—a woman writer will do better on such a subject—does she explain what the machine is like, give operating instructions and technical details and throw in a few recipes or something? Answer: She does no such thing. Instead, she uses all her professional skills and techniques to make it a readable, interesting piece—or *the editor of the magazine won't accept it.*

So she does her research; she interviews the engineers who designed the machine to find out about their problems and their solutions; she interviews housewives with and without the new appliance to find out about their wants and their disappointments; she looks into the history of the gadget and into its probable future. Then she tries to find a new angle; she experiments with various leads to find the best way to start; she makes sure she has enough anecdotes, practical illustrations, human interest stuff; she puts in dialogue, humor, other semi-fictional devices. In other words, she does her darndest to come up with something stimulating, novel, attractive—a written product that will sell itself, first to the editor and then to the reader. If she succeeds, the result will be an article on "How to Get the Most Out of Whatever-the Appliance-Is" that will be read because there'll be enough "built-in motivation", *and* that will provide valuable instruction in the process.

And there's the solution to the mystery of the unread instruction booklet: Put a professional writer on the job; let her do a bang-up job; and let nature take its course. Which means that the housewife will look at the booklet, glance through it—and sit down to read it. Ask her why and she'll say: "Oh, I don't know. . . . Guess I got interested somehow."

End

Reach out with *Preway* and win three profitable markets





No. 50321



No. 50721



No. 35413

If it's VALUE that you want to stand for and merchandise . . . if it's sound, good-will sales with good profits that you want to register, Preway is the line for you. All over your territory there's a solid, responsive market waiting to be told about these three Preway appliances that are realistically priced to beat your competition and build your business. For example, take a positive, factual look at . . .

Preway fully automatic Electric Ranges . . .

match the so-called big name ranges across the board with automatic features and quality construction; but way undersell them on the price tag. Some models give you as much as a $100 advantage. There are six models in the line.



No. 50391

Preway Gas Ranges for all types of gas . . .

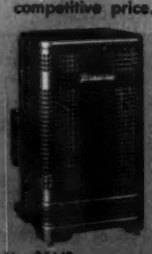
in a hotly contested field, a hot pacemaker line that meets the best that others offer with the best in convenience features, quality construction—and a better price. A short, well-balanced line of four models.



No. 50796

Preway Oil-Burning Circulators . . .

burn the cheapest fuel oil efficiently, provide more heat with a special built-in booster, offer a powerful blower attachment to carry heat to distant areas — plus a hard-hitting competitive price. Four models in the line.



No. 25448



No. 25430

Phone, wire or write today for full information.

PRENTISS WABERS PRODUCTS COMPANY

9952 SECOND ST., N., WISCONSIN RAPIDS, WISCONSIN

Put these two lines to work ...and rest assured of easier sales



1. THE WASHLINE is your market . . . 50,000,000 women strong (or, rather, weak).

Fifty million women are still tied to the washline . . . and don't like it! That means there's a tremendous billion dollar market for automatic dryers. You can get your share by tying up now to the Lovell "sales line". With the washline as an opener and Lovell's sales line as a clincher, you can rest assured of easier sales.

One of the best-known names in the home laundry field, Lovell introduced a dryer more than 12 years ago. Today Lovell makes tumble-type electric and gas drying units for APEX, BARTON, CONLON, DEXTER, HORTON, THOR, ODIN, ONE MINUTE, and others.

2. THE SALES LINE for the Lovell Drying Unit is your key to the market.

Single dial control provides:

1. Automatic shut-off. No time guessing.
2. Complete temperature range for any dryness or type of fabric.

New "SUN-ARC" infrared element has three times more heating area, purifies clothes, dries them more gently.

Easy-to-unload door is extra large, swings open all the way. Allows full visibility inside.

Easy-to-clean lint trap.

Lint trap safety by-pass prevents clogging if user fails to empty trap.

Outdoor humidity-vent can be easily connected at rear, if desired.

Vacuum drying system preheats air, costs less to operate. Reduces accumulation of lint inside dryer.

Air-cooled cabinet allows easy access for cleaning or repairs.

Handy clean-out duct to remove bobby pins, sand, other small objects.



Look for the Lovell DRI-RITE single dial control

Lovell

America's newest household blessing

ELECTRIC AND GAS DRYING UNITS

LOVELL MANUFACTURING COMPANY • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers

(Let every customer know that she can get her wash done quickest with a wringer washer and automatic dryer—and that the combination costs less than she thinks!)

ELECTRICAL APPLIANCE NEWS

NEW PRODUCTS



New Products Editor

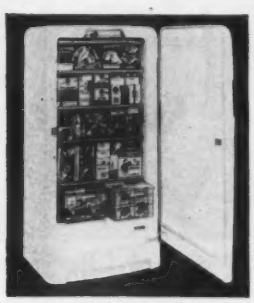


WESTINGHOUSE Steam Iron

Westinghouse Electric Corp., Mansfield, O.

Device: Westinghouse open-handle steam iron.

Selling Features: Has large base, 30 sq. in., with 15 vent holes that provide wide path of evenly distributed steam; uses flash type steam generation in which water is metered drop by drop into heated chamber where it is changed into steam; a positive automatic shut-off is built into it: steam shuts off when iron is rolled back on heel rest; holds 6½ oz. water; a fill-dial on front is easy to fill, refill and empty; funnel-like opening of dial has 3 settings—"fill" "steam" and "dry". Water tank has inner air bell to prevent overfilling tank; touch-click control dial has 8 fabric ironing positions: low, rayon, high rayon, steam, wool, cotton, linen and high; 1000-watts, 115-volt, a.c. Corox type cast into aluminum base.



NORGE Freezer

Norge Div., Borg-Warner Corp., Merchandise Mart Plaza, Chicago 54, Ill.

Model: Norge upright freezer No. VHF-1125.

Selling Features: Capacity 400 lbs. or more than 11 cu. ft.; door swings out into kitchen work area permitting easy reach to all stored food; 2-sliding baskets at bottom; 5-position, removable Adjust-a-Shelf; air-conditioned door minimizes condensation.

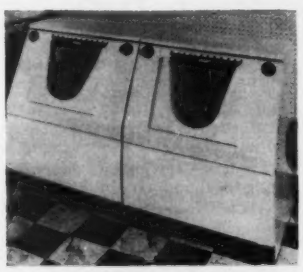


HAMILTON BEACH Drink Mixer

Hamilton Beach Co., 1509 Rapids Drive, Racine, Wis.

Device: Hamilton Beach home drink mixer.

Selling Features: Designed to do any mixing job the fountain-bar mixer will do, although it takes slightly longer on heavier drinks; mixes ice cream drinks; aerates concentrated fruit juices; mixes fruit and bar drinks; 1/15 h.p. motor, 110-120 volts a.c. or d.c.; 1-piece housing baked enamel finish; 20 oz. plastic container will mix 16 oz. drink without splashing.



WESTINGHOUSE Automatic Dryers

Westinghouse Electric Corp., Mansfield, O.

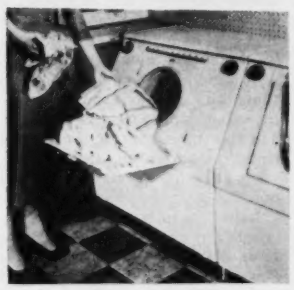
Device: Restyled Westinghouse clothes dryers D-5 and D-5A.

Selling Features: An electrically operated music box plays "How Dry I Am" at the end of each drying cycle; available in 230-volt (D-5) and the 115-volt (D-5A), new exterior styling has keystone type escutcheon ring around glass look-in door in chromium with an iridescent blue shield; door has been enlarged to 14¼x18 in. for easy loading and unloading.

A 3-way dial for complete control of all drying needs includes a setting for new synthetics; dial incorporates the fully automatic feature of former dry dial and a full range of time control to be used for damp drying and for synthetic fabrics; when used as a Dry Dial, the control automatically shuts off dryer when clothes are dried; a thermal control "senses" dryness and turns it off.

A new direct air flow system brings filtered air into inside dryer by a direct route. A fine mesh screen filter screens out incoming air of dust and dirt before it is heated and blown into dryer; inside drum has perforations on rear for venting heated air; lint trap has been enlarged to permit faster moving of air out of dryer.

New type drive mechanism using a pulley and belt system; manual resetting type fuse; are other features.



WESTINGHOUSE Automatic Washer

Westinghouse Electric Corp., Mansfield, O.

Device: Newly designed automatic Laundromat, LB-6.

Selling Features: New exterior styling retains slanting front design and had new keystone type iridescent blue and chrome escutcheon on Weigh-to-Save door which has been enlarged to 14½x18 in. to provide more space for easy loading and unloading; control dial gives flexible control for starting, stopping, repeating or eliminating any part; permits any washing time from 2-min. to 20-min., and any water temperature from 100 degs. F to as hot as the water heater can deliver. A special setting in control dial provides for prewashing or conditioning of clothes.

Water-Saver dial has a positive control over amount of water and soap to be used for small or regular load (3 to 9 lbs. dry); adjustable foot bolts; wide coaster-type feet; new fill, water trap and overflow belt are other features. In addition to bonderizing, a coating of epon finish for better resistance to corrosion has been added to top, front, door and service panel.



PHILCO Refrigerators

Philco Corp., Philadelphia, Pa.

Models: 3 new Philco refrigerators: 723, 926 and 928.

Selling Features: No. 723 has 7.3 cu. ft. capacity; full width freezing compartment; full width crisper; double utility trays; space saving design takes less floor space; door storage shelves and Key Largo color trim.

No. 926 has 8.7 cu. ft. capacity; automatic defrost; dairy bar door storage; zero-zone freezer compartment; chiller drawer; glass-covered crisper; butter keeper; Key Largo color trim.

No. 928 has 8.7 cu. ft. capacity; automatic defrost; deluxe Dairy Bar on door; cheese keeper; zero zone freezer compartment; chiller drawer; adjustable shelves; twin crispers; butter keeper and Key Largo color trim.



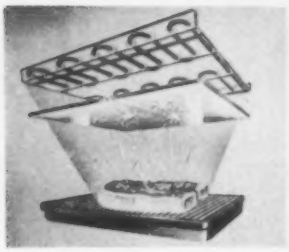
NESCO Roaster-Ovens

Nesco, Inc., 201 N. Michigan Ave., Chicago 1, Ill.

Models: Nesco "Colonial Copper" roaster-ovens Nos. 7017 and 4218.

Selling Features: No. 7017, oval model has 6 qt. capacity. No. 4218, round model has 2¾ qt. capacity; both models, heavy gauge copper with black plastic handles and accessories; automatic thermostat on front, selects temperatures from 150 to 500 degs. F.; control has an "off" so that it can be connected while not cooking; a built-in pilot light glows when control is moved from "off" to indicate that unit is cooking.

NEW PRODUCTS



Broil-Under-Glass
PHILCO Ranges

Philco Corp., Philadelphia, Pa.

Models: 3 new Philco ranges: 423-S, 424 and 823.
Selling Features: No. 423-S, has broil-under-glass broiler; floodlight top light; deepwell cooker; high-speed surface units; storage compartment, left of oven.

No. 424 has high control panel; long table top floodlight; chrome trim; banquet oven, 5435 cu. in capacity; automatic timer; timed appliance outlet; 2-speed minute minder; silent, easy gliding storage drawers; chrome hardware.

No. 823, new deluxe double oven range has broil-under-glass broiler; Philco thrift oven plus full meal banquet oven of 5435 cu. in. capacity; oven timer clock; appliance outlet; high speed surface units; floodlight control panel.



ROTISS-O-MAT
Barbecue-Broiler

Rotiss-O-Mat Corp., 10-02 44th Dr., Long Island City 1, N. Y.

Device: Combination home barbecue and infra-red broiler.
Selling Features: Features "Thermotrol" heat control; keeps food warm indefinitely; maintains even temperature for perfect barbecuing and broiling; self-basting, self-turning and self-cooking.

Other features include "slide-in" broiling pan and rack with removable handle; satin striped chrome top; full-view removable glass sides; portable, can be brought to table; 12 lb. capacity; wider element 1250 watts, 110-115 volts, eliminates cold spots in broiling or barbecuing; silent motor, a.c. only.



A "Many-go-Round" 4-spit accessory for all Rotiss-O-Mat home barbecuers is also available. Each spit is separately removable, for use as skewer for Shish Kebab, etc.

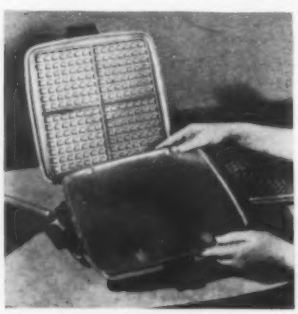


PERFECTION Ranges

Perfection Stove Co., 7609 Platt Ave., Cleveland 4, O.

Models: Perfection ranges L403 and L301.
Selling Features: L403, a divided top model, 40 in. wide, has 4 Chromalox surface units which include auto-lift unit in 6 qt. deepwell cooker position; 7-heat speeds, one of which is a 6-in. 1600-watt "high-power" unit. White porcelain oven interior; "Tele-Vue" window; automatic timed heat control; smokeless broiler has reversible rack that may be used as roasting trivet; waist-high warming drawer; 1000-watt raises temperature and then shuts off; Adjusta-Lamp may be moved up or down; one standard and one timed outlet; an interval timer mounted on front panel; white titanium porcelain enamel finish.

L301, 36 in. range also has divided top; 3 Chromalox units: 1250, 2100 and a 1600-watt "high-Power" unit; and a 6 qt. deepwell cooker with stationary heating unit.



WESTINGHOUSE
Grill-N-Waffler

Westinghouse Electric Corp., Mansfield, O.

Device: Grill-N-Waffler combination waffle baker and sandwich grill.
Selling Features: Has 81 sq. in. cooking surface for waffles and 210 sq. in. for grilling automatic heat control with a signal light that glows while grill is preheating.

When selected temperature is reached, the signal light turns off; automatic heat control is so sensitive to temperature changes that grid lights turn back on when batter is poured. When waffles are done, signal light automatically turns off.

Special heat absorbing compound coated on undersides of sandwich and waffle grids increases heat absorption efficiency of these aluminum parts so much that wattage has been reduced from 1000 to 850 watts; (lower wattage plus heat absorbing compound gives more efficient surface heating than the 1000 watt element, according to the manufacturer).

Special spill-over rim catches excess batter; overflow spout drains away excess fats and oils; grills clip easily into position.



UNIVERSAL Heating Pads

Landers, Frary & Clark, New Britain, Conn.

Models: Deluxe, Standard-A, and Leader-B.
Selling Features: Deluxe model can be used for wet or dry heat applications; 3 degrees of heat—115, 150 or 175 degs—4 thermostats; 3-position switch in plastic case has raised projections for touch control; Flamingo quilted cover with zipper removable and washable; 60-watts, a.c. or d.c.

Standard-A, 3-heat pad for dry use only; green flannel cover with snap fasteners removable, washable; 60 watts, a.c.-d.c.

Leader-B has 3-heats—low, 20-watts; medium, 35-watts and high, 55-watts; 2 thermostats; dusty rose, washable, removable cover, eiderdown finish.



G-E Clocks

General Electric Co., Bridgeport, Conn.

Models: 3 new clocks: Contour, Helper and Beckoner.
Selling Features: Contour, kitchen clock, features a streamlined molded plastic case, large shatterproof crystal, numerals hotstamped into crystal; white dial, black hour hands, red second hand; available in white case with red numerals, green or red cases with white; special time-setting mechanism; clock is set by adjusting a thumbwheel at side, eliminating stem.

Helper, kitchen clock, has a snap-on, shatterproof crystal; large, easy-to-read numerals; white dial; fluted plastic case in red, yellow or white.

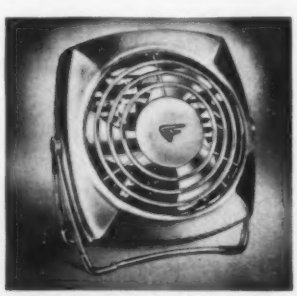
Beckoner, alarm clock in ivory plastic, has a green wrap-around dial; shatterproof crystal; ivory numerals and hands, red second and alarm-set hands.



HOOVER Hand Cleaner

The Hoover Co., North Canton, Ohio

Device: Hoover Dustette hand cleaner available with 24-volt motor for cleaning upholstery in yachts, planes and other craft using 24-volt circuits.
Selling Features: Weighs slightly over 5 lbs.; complete with 18-ft. brown cord; 6½ in. high; brown and beige color scheme; die-cast aluminum nozzle has brown hammered finish and mounts a rubber furniture guard; beige motor housing; 1-piece brown plastic handle; brown bag; a.c.-d.c. type motor; 5-bladed fan of die cast aluminum, 3¼ in. diam.; slide-button switch; brown cotton twill bag has 3-in. mouth for easy emptying; bag ring easily attached to motor shell; rubber-covered steel wire storage hanger.



FRESH'ND-AIRE Heater-Fan

Fresh 'nd-Aire Co., Div. Cory Corp., 221 N. La Salle St., Chicago 1, Ill.

Model: "Mighty Mite" Heaterette heater fan No. 1650.
Selling Features: All-metal housing, 2-tone cream enamel with burgundy trim and chrome grille; weighs 5¾ lbs.; convenient, built-in carrying handle; 2-speed, 115 volt, 60 cycle a.c.; 1650 watts when heater is on; 27 watts when operated as fan only; 2-way switch for cooling and heating; V-type mounting makes it possible to direct air straight out, straight up or at any angle in between.

NEW PRODUCTS



UNIVERSAL Travel Iron

Landers, Frary & Clark, New Britain, Conn.

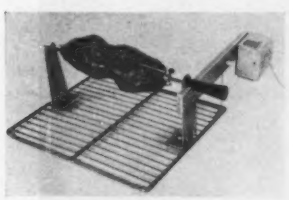
Model: Universal travel iron.
Selling Feature: Weighs 2 lbs. 12 oz, without cord; 21-sq. in. polished steel soleplate; 375-watt, a.c.-d.c. unit mounted in recess close to bottom of soleplate; indicator dial registers, low, medium, high and danger degrees of heat; molded red plastic handle locks into ironing position, folds for carrying by pressing a release button; 2-piece, transparent plastic carrying case.



MIRRO-MATIC Percolator

Aluminum Goods Mfg. Co., Manitowoc, Wis.

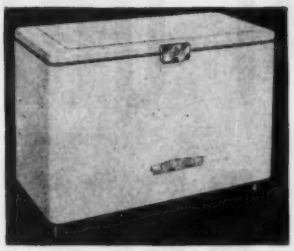
Device: Automatic percolator.
Selling Features: Has 2 elements—600-watts for fast percolation, 30-watts for keeping coffee at proper drinking temperature; makes 4, 5, 6, 7, or 8 cups, markings on coffee basket and percolator; screw-thread glass dome, plastic collar.



ROTISS-O-MAT Range Barbecuer

Rotiss-O-Mat Corp., 10-02 44th Dr., Long Island City 1, N. Y.

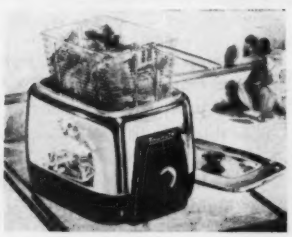
Device: Rotiss-O-Mat "Ranger" for use in electric range ovens.
Selling Features: Converts any electric range oven into a deluxe barbecue unit; easy to assemble and dismantle for space saving storage; consists of a 20 in. stainless steel spit; quiet running motor; a.c. only; 110-115 volts; accommodates up to 25-lbs. meat or poultry.



PAK-A-WAY Freezer

Pak-A-Way Div., Schaefer, Inc., Minneapolis, Minn.

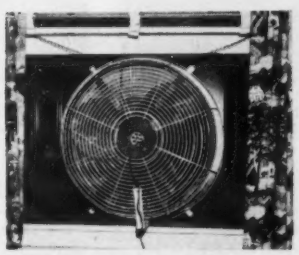
Device: Pak-A-Way chest type freezer No. 215.
Selling Features: Has 15.6 cu. ft. capacity; features include battery operated warning bell; adjustable quick-freeze control; finger touch key-locking latch; 5-year sealed compressor unit warranty; removable baskets, shelves and dividers; interior floodlight; recessed toe space; counterbalance lids; tube in shell type condenser for quiet operation and prevention of condensation; double sealed, high density Fiberglas insulation; steel, welded, wrap-around construction, rustproofed, double coated, double baked white Dulux enamel finish, inside and out.



DULANE Fryryte

Dulane Inc., River Grove, Ill.

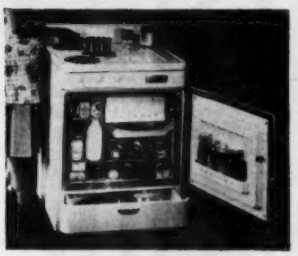
Device: New Fryryte No. F-5.
Selling Features: Has 2 cooking levels: 4 lbs. (pt) and 6 lbs. (pt) for cooking a snack or a family dinner; illuminated dial scale indicates when desired temperature is reached; 1320 watts, a.c. only, 110-120 volts; weighs 9 lbs. 6 oz.; smooth seamless chrome jacket, easy to clean.



WINDMAKER Window Fan

Phil Rich Fan Mfg. Co., Inc., 2900 Caroline, Houston 2, Texas

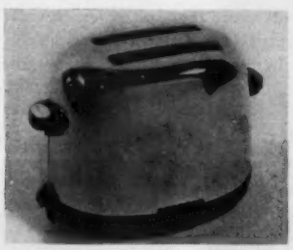
Device: Windmaker 20-in. fan.
Selling Features: Adjusts to any window from 24 to 38 in. wide; easy to install—sides fold out to proper width, small chains hold fan in window; at high speed its 3 blades pull 3993 cfm; at low speed, 3223 cfm; can be used as window exhaust fan or portable circulator on floor or any other place; G-E motor requires no lubrication; choice of mahogany, ivory or gray baked enamel finishes.



GENERAL CHEF Range-Refrigerator

General Air Conditioning Corp., 4542 E. Dunham St., Los Angeles 23, Calif.

Device: General Chef range-refrigerator combination.
Selling Features: One-piece porcelain top; 36 in. high; units are available with 3 gas burners, 3 electric burners for 220-volt, and 2 electric burners for 110-volts; drip tray beneath burners, for easy cleaning; refrigerator section has horizontal type freezers with 9 ice cube trays or 12 frozen food cartons; inner door shelf provides additional storage space.



WESTINGHOUSE Toaster

Westinghouse Electric Corp., Mansfield, O.

Device: Automatic pop-up toaster.
Selling Features: Operates on a fixed time, uniform toasting cycle basis; toasts all bread for exactly same length of time—1½ min.; heat input is accurately controlled according to kind of toast selected, with automatic compensation for starting with cold or hot toaster; thermostat measures temperature and automatically maintains it by causing elements to wink on and off during toasting cycle; also automatically compensates for voltage fluctuations.

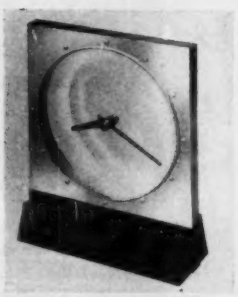
Special "lift-up" release on toast carriage permits raising toast an extra inch above toasting slot; color control; chrome finish, brown plastic handles and base.



MULTIPOP Corn Popper

Multipop, Toledo, Ohio

Device: Automatic corn popper.
Selling Features: Dome is filled with 2 lbs. of corn, and glass jar with 16 oz. of popping oil; automatically meters exact amounts for 12 big half-gal. bowls of perfectly popped corn at turn of knob; adjustable for any type of corn; heavy gauge aluminum; bowl and dome anodized in color; plastic handles and knobs; 400 watt a.c. or d.c.; a glass 16 oz. oil jar with wide mouth is part of the equipment.



ETALAGE "Magi Clocks"

The Etalage Div., Sonic Industries, 418 Broome St., New York, N. Y.

Device: New "Magi Clocks".
Selling Features: "See-thru" dial, convexed, heightening illusion of mystically suspended hands; transparent dial provides good visibility with front or back lighting; satin gold finish frame mounted on ebony base; 117 volts, 60 cycles a.c.



UNIVERSAL Sandwich Grill

Landers, Frary & Clark, New Britain, Conn.

Device: Universal sandwich grill and wafflemaker.
Selling Features: 2 sets of large quick-and-easy-to-change waffle grids; opens flat for handy at-the-table cooking; 1100 watt 1-piece element; black, heat resistant plastic handles; large drip spouts; reset control with tell-tale signalite.

NEW ZENITH QUALITY TELEVISION RECEIVERS FOR 1953

- **Featuring the new Million-Dollar K-53 Chassis in every model.**
- **Offering 25% greater distances—20% brighter pictures.**
- **With every model—from $199.95 up—competitively priced.**
- **Built-in "Picturemagnet" Antenna in every set—even in lowest priced table models.**
- **30 models in all, from 17-inch table sets to 27-inch consoles.**

The new Zeniths are far better performers than you have ever seen in television. They are brilliantly engineered to give you overwhelming superiority in competitive, on-the-floor demonstrations. And, they are competitively priced!

As you will see, the new Zeniths lend themselves to dramatic display . . . have showroom sparkle that starts many a sale.

The new Zeniths offer you a beautifully balanced line—with a stair-step range of prices, styles and features that hits every prospect from $199.95 to $750. All prices include Federal Excise Tax and parts and tube warranty.

But this is only an appetizer compared to what your Zenith Distributor has to show you. After you see it all, your only question will be—"How soon can I get them?" And the answer will be—"Right now!"

FEATURES MADE FOR FLOOR DEMONSTRATIONS!



One-Knob Tuning you can demonstrate blindfolded! You can tune a Zenith blindfolded! Each station is pre-tuned so that the perfect picture and sound are *locked in* for your location. No variation when you change a station. Prove it to prospects with the blackout test. Prove it to yourself. Try to tune any other set with a blindfold on. (Note: a sleeping mask makes a wonderful demonstrator with a Zenith.)



Better pictures at greater distances mean new prospects with Zenith. If you sell on the "fringe" or in the city "trouble spots," Zenith has the answer. . . . Tests in 17 fringe areas prove you get 20% brighter picture at distances up to 25% greater. New ceramic coil form ends sound circuit drift. Exclusive Fringe Lock screens out interference causing picture wobble or roll. Demonstrate the proof. Test Zenith side-by-side with any other make.



Zenith UHF Tuner Strips—simple, practical, proved! In less than 15 minutes you can ready any Zenith ever sold for UHF reception *without* removing the chassis from the cabinet. No special tools, no soldering. No converters, no extra dials. Reception proved superior in hundreds of homes under actual UHF telecasts. (Bridgeport, Conn.)

17 INCH TABLE MODELS



The Tudor $199.95

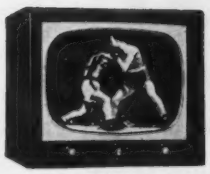


The Nottingham $219.95



The Norfolk $229.95

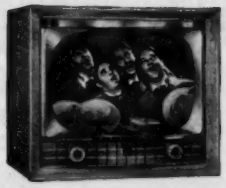
21 INCH TABLE MODELS



The Granville $269.95



The Burke $299.95



The Morley $319.95

The Tudor—K1812R. Mahogany-color Pyroxylin covered cabinet. Modern contour styling. **The Somerset** in Honey Blonde (K1812E) **$209.95.**

The Granville—K2229R. Mahogany-color Pyroxylin covered cabinet. **The Viceroy** in Blonde (K2229E) **$279.95.**

The Nottingham—K1815R. Mahogany-color molded Pyrolex cabinet. Brushed brass handles. **The Carleton** in Platinum Blonde (K1815E) **$229.95.**

The Burke—K2230R. Mahogany-color Pyroxylin covered cabinet. "Golden Shield" escutcheon. **The Rhodes** in Honey Blonde (K2230E) **$309.95.**

The Norfolk—K1820R. Beautifully finished mahogany veneer cabinet. 5-ply construction. **The Mansfield** in Afara wood (K1820E) **$249.95.**

The Morley—K2240R. Lustrous mahogany veneer cabinet. "Golden Shield" escutcheon. **The Carlyle** in Afara wood (K2240E) **$329.95.**

17, 21 AND 27 INCH CONSOLES



The Stafford $269.95



The Ashbrook $289.95



The Coventry $349.95



The Sutherland $499.95



The Marlborough $379.95



The Monmouth $399.95



The Lancaster $499.95



The Sovereign $699.95

The Stafford—K1864R. Genuine mahogany veneer finish over select hardwoods. Matched-grain escutcheon.

The Marlborough—K2260R. Finely grained mahogany veneers selected for richest patina. "Golden Shield" escutcheon.

The Ashbrook—K1850R. Mahogany color wood cabinet with slip-matched effect escutcheon. **The Channing** in Gold Coast Afara wood (K1850E) **$299.95.**

The Monmouth—K2263E. Choice Afara wood veneers, hand-rubbed to a golden gloss. "Golden Shield" escutcheon.

The Coventry—K2258R. Lustrous mahogany veneers. Polished cross-grain escutcheon.

The Lancaster—K2268R. Exquisite Sheraton styling in swirl pattern mahogany, inlaid with genuine hand-rubbed tulip wood. "Golden Shield" escutcheon.

The Sutherland—K1880R. Doors of hand-rubbed crotch-grain mahogany veneers. Complete standard and FM radio. Cobra-Matic® record changer. 10-inch Alnico speaker gives brilliant tone. 17-inch screen.

The Sovereign—K2873R. A period console cabinet befitting the magnificent instrument it houses. Door panels of slip-matched mahogany veneers. **The Canterbury** in choice Afara wood solids and veneers (K2873E) **$750.**

®REG. U. S. PAT. OFF.

Manufacturer's suggested retail prices are shown and include Federal Excise Tax and Parts and Tube Warranty. Prices slightly higher on West Coast and in Far South.

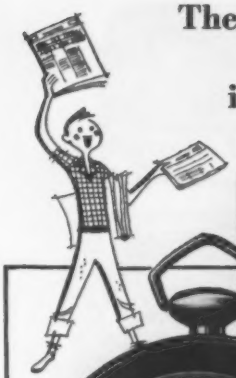
FOR SELLING QUALITY, FEATURE ZENITH

ZENITH

REG. U.S. PAT. OFF.

LONG DISTANCE RADIO and TELEVISION

© 1952, ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS



The hit of the Atlantic City and Chicago shows is ready to start your gift business rolling

the exciting new "Glance"

by SETH THOMAS



8" wide
10" high
6 decorator colors: red, copper, green, silver, ivory, white
Self-starting electric
Can be mounted to conceal outlet

Only $6.95†

"the most versatile clock of the year"

HERE'S THE CLOCK that got more than a second glance in Atlantic City and Chicago. Advance orders, decorator comment, buyer interest, and magazine publicity all indicate it's the hottest clock on the market today. An instant success at the National Housewares Show . . . an even bigger hit at the National Home Furnishings Show. **Glance** is more than just a Christmas gift item—it's an around-the-calendar seller.

Never before has there been a decorator-type electric wall clock with so much style—priced so low. And it's backed by the quality-sure Seth Thomas* name.

Decorators have hailed it as "the most versatile clock of the year!" "LIVING" magazine features it editorially in its nationwide "around the clock" promotion in October.

We're backing **Glance** to the hilt this Fall with big, dramatic ads in full-color in SATURDAY EVENING POST, LADIES' HOME JOURNAL, BETTER HOMES & GARDENS, and LIVING FOR YOUNG HOMEMAKERS. Focus this tremendous advertising barrage on your store. Use the **Glance** display. Feature **Glance** in your own local advertising. There's real profit for you in **Glance**.



THIS ATTRACTIVE DISPLAY lithographed in full color free of extra charge with your order of the Glance "Sextet"—one each of 6 decorator colors. Total retail value of the Glance "Sextet" $41.70—dealer cost $25.02. *Full dealer profit $16.68.*

SETH THOMAS
of Thomaston, Connecticut
Division of General Time Corp.
*Reg. U. S. Pat. Off. †Plus tax.
Prices subject to change without notice.

GT GENERAL TIME

Seth Thomas Clocks (M-101), Thomaston, Conn.
Gentlemen: Please send me____**Glance** "Sextets" through my wholesaler:

Name _____
Address _____
City _____ Zone _____ State _____
My wholesaler's Name _____
His Address _____

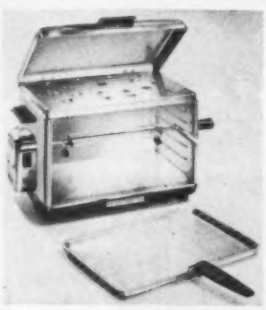
NEW PRODUCTS



EUREKA Canister Cleaner

Eureka Williams Corp., Bloomington, Ill.

Device: "Roto-Matic" new canister-type vacuum cleaner.
Selling Features: Swivel top permits cleaning entire room from one position; lightweight—14½ lbs. for ease in moving from room to room and up and down stairs; powerful suction; quiet, rubber-mounted motor floats in rubber; tool attachments fit snugly on cleaner permitting easy use and storage; scratch-resistant Hammerloid green finish with plastic protective band encircling it.



DORMEYER Broiler-Rotisserie

Dormeyer Corp., 4316 N. Kilpatrick, Ave., Chicago, 41, Ill.

Device: Dormeyer broiler-rotisserie No. 8100.
Selling Features: Broils, barbecues, fries, grills, roasts; wide open front enables user to watch food while cooking at table top level; 5 broiling levels; easy-to-clean drip pan; lightweight; easy to store with cool Bakelite handles and cord set; a.c. only; complete with cook book; chromeplated heavy gauge steel.



WESTINGHOUSE Hotplate

Westinghouse Electric Corp., Mansfield, O.

Device: Westinghouse 2-unit hotplate.
Selling Features: Newly designed with smooth surface, rolled edges, no sharp corners or crevices; surface units enclosed in titanium steel; special heat absorbing black oxide coating on surface units, which are individually controlled for 3-heat positions: low, medium and high; 115 volts, a.c.



DORMEYER Double Fri-Well

Dormeyer Corp., 4316 N. Kilpatrick Ave., Chicago, 41, Ill.

Device: Dormeyer "Queen-Size" double Fri-Well No. 6100.
Selling Features: Has 2 separate cooking wells with Monotube heating on all 4 sides, assuring rapid heat recovery in either or both cooking wells during use; twin baskets allow quick-frying of individual foods in one operation; fries 12 large portions at once; automatic thermostatic control, 250 to 400 degs; dual drain-away faucets; chrome finish with black trim; 1-piece cast aluminum well; Bakelite handles; equipped with 6 ft. heavy duty cord and plug; 110-volts, a.c. only; complete with cook book for deep fried foods.



Thriftee HEETAIRES

Markel Electric Products Inc., and La Salle Products Inc., 143 Seneca St., Buffalo 3, N. Y.

Models: Nos. L147T and L148T "Thriftee" Heetaires.
Selling Features: L147T has 1320-watts and L148T has 1650 watts; both models contain an automatic thermostatic control which automatically produces, distributes and maintains any desired temperature between 40 and 80 degs. F; one simple control dial automatically turns heater on and off as necessary, scientifically providing correct heat uninterruptedly.

When a manufacturer says:

ADVERTISED IN Country Gentleman

WHAT DOES IT MEAN TO YOU?



SOLD!

Your Best Rural Customers. **Advertising in Country Gentleman sells the better-income, bigger-buying rural families in your own trading area. It is the best-read magazine in 2,300,000 rural homes throughout America.**

SOLD!

Customers Other Magazines Miss. **Non-farm magazines fail to reach Country Gentleman readers . . . 2 out of 3 women do not read any leading women's magazine—4 out of 5 men do not read any leading weekly magazine.**

Rural America's Best Salesman!

PROOF THAT ADS IN COUNTRY GENTLEMAN SELL GOODS FOR YOU

A nationwide survey shows that men and women heads of Country Gentleman homes—

1. READ THE ADVERTISING in Country Gentleman in 96.2% of homes

2. GET BUYING IDEAS from the advertising in 3 out of 4 homes

COUNTRY GENTLEMAN now includes COUNTRY LIVING, the first magazine-within-a-magazine devoted to better living for every member of the rural family.



DEALERS COAST-TO-COAST SAY: "COUNTRY GENTLEMAN HELPS ME MOST TO SELL MY BEST RURAL CUSTOMERS."

MANUFACTURERS PLACE MORE ADVERTISING IN COUNTRY GENTLEMAN THAN IN ANY OTHER FARM MAGAZINE!



dealers!

Here's why the V-M line is easy to sell!

V-M only tri-o-matic phonographs have all the features your customers want!



Siesta Switch

Sit back, relax or go to sleep to music. V-M's exclusive Siesta Switch turns off everything after last record plays. Even a lamp, plugged into V-M Models 920 and 972, turns off at the same time.



NEW V-M "45" SPINDLE

Slips quickly over standard V-M tri-o-matic spindle to let you play up to twelve 45 rpm records, eliminates cost and bother of inserting adapters in each record.



PLAY "10's" AND "12's" MIXED

POSITIVE INTERMIX of any ten, 10" and 12" records of same speed. V-M tri-o-matic phonographs play ten 12", twelve 10" or twelve 7" records.



JAMPROOF MECHANISM

All moving parts, including tone arm, may be held at any time during playing cycle without damaging the mechanism.



POSITIVE RECORD PROTECTION

Records are gently lowered to spindle shelf, floated on an air-cushion to turntable. V-M's patented spindle eliminates slapping and center-hole wear.



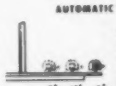
FEATHERWEIGHT, TWO-NEEDLE TONE ARM

Gentle needle contact reduces record wear; two-needle cartridge assures finest reproduction from either "slow speed" or standard 78 rpm records.

COMPLETELY AUTOMATIC OPERATION

45 rpm, 33⅓ rpm, 78 rpm

V-M tri-o-matic phonographs play records of any speed, 33⅓, 45 and 78 rpm, automatically! Play all sizes, 7", 10" and 12", automatically!



AUTOMATIC TONE ARM SETDOWN

Needle is placed at starting point of any size record, automatically. No manual adjustment is ever needed.



HANDY "CONTROL CENTER"

All controls for multiple- or single-record playing in one, easy-to-reach spot. Turntable speed dial and ON-OFF-REJECT knob are together.



AUTOMATIC SHUT-OFF

Tone Arm returns to rest and Turntable stops after last record plays. Works with records of any size or speed.



V-M tri-o-matic Model 951. $46.50*



V-M tri-o-matic Model 920. $39.95*



V-M tri-o-matic Model 985. $77.95*



V-M 150 tri-o-speed Portable. $46.50*



V-M 45 Spindle. $2.95

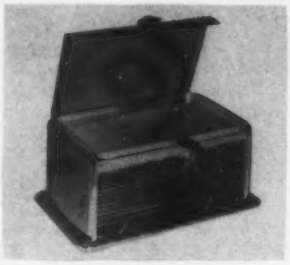


V-M 110 tri-o-speed Portable. $29.50*

*SLIGHTLY HIGHER IN THE WEST.

V-M CORPORATION BENTON HARBOR, MICHIGAN

NEW PRODUCTS

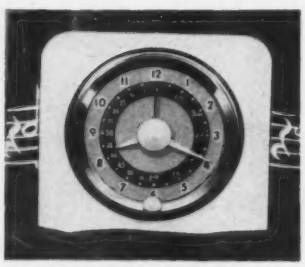


CAPITOL Broiler

Capitol Products Co., Inc., Winsted, Conn.

Device: Capitol portable broiler-grill.

Selling Features: Broils, bakes, grills, fries; top of broiler opens into a grill 4-positions for broiling tray: top for thin cuts of meat, fish, fast searing etc; second for thicker cuts and for medium or well-done; third for open-faced sandwiches etc; and 4th for re-heating, keeping food warm etc.



LUX Clock-Timer

Lux Clock Mfg. Co., Waterbury 20, Conn.

Device: Lux combination clock and 4-hr. minute minder timer, No. 5400.

Selling Features: Has a clear toned bell chime signal featuring 1-button "twist and forget" setting from 1-min. to 4 hrs.; when time is up bell chimes once each second until shut off.

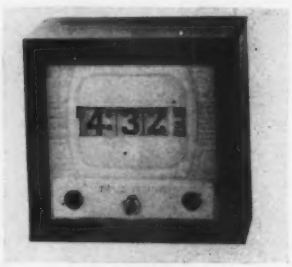


NUTONE Ventilating Fan

Nutone, Inc., Madison & Red Bank Rds., Cincinnati 27, O.

Device: Nutone automatic ventilating fan.

Selling Features: A protective hood combined with magnet-locked shutter has been added; hood keeps rain and snow from blowing into exhaust end of fans; magnet-locked shutter is flutter-proof—a small magnet pulls shutter closed when fan is not in operation and holds it firmly in place against a felt pad lining exhaust hood; during operation of fan the shutter is pushed open by air pressure and swings freely; beveled edge of hood combined with slanted open shutter forces air away from side of house; fans are available in 2 sizes with 8 and 10-in. diam. blades; a 3-speed wall switch to operate the fans is also available.



NUMECHRON TV Clock-Lamp

Pennwood Numechron Co., 7249-51 Frankstown Ave., Pittsburgh 8, Pa.

Model: Television clock and lamp No. 700.

Selling Features: Designed to relieve eye strain from TV glare; also serves as comfortable bedroom night light and clock; available in a variety of pastel colors; 5 in. high, 2½ in. wide, 3½ in. deep; weighs 2½ lbs.



AMERICAN FLOOR Machine

American Floor Surfacing Machine Co., Toledo, O.

Device: American floor machine, No. A.L.M. 13.

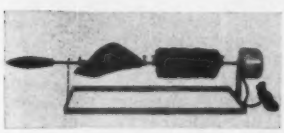
Selling Features: Suitable for wood, tile, asphalt, concrete, rubber, marble; 13-in. brush spread; G-E. heavy duty motor, 115 volts, 60 cycle a.c., 1750 rpm; 4 helical gears, direct from motor to brush shaft of heat-treated, stress-proof steel makes it quiet in operation; brush speed 172 rpm; handle may be rotated so that built-in trailing wire can be on either side; mar proof bumper guard; mixed fibre brush for polishing; automatically adjustable handle; safety-type bar switch.



ODORGUARD Deodorizer

Odorguard Div., Brill-Sloane Co., 4041 Ridge Ave., Philadelphia 29, Pa.

Device: Odorguard deodorizer.
Selling Features: Uses new electronic lamps developed by GE and Westinghouse, lamps generate ozone, that destroys odors electronically, using no chemicals and no refills; aluminum case designed to provide adequate distribution of ozone generated; reflector design protects wallpaper from bleaching effect of ultra-violet; spun surface acts as light reflector, making it a night light as well as deodorizer when used in bathrooms and nurseries; No. 100, a 1-lamp model suitable for 1000 cu. ft. area; No. 200, a 2-lamp model for 1800 cu. ft. area. either a Westinghouse Odorout lamp or a GE ozone lamp is furnished with each model. A GE ballast is also included.



ROTISS-O-MAT Outdoor Barbecuer

Rotiss-O-Mat Corp., 10-02 44th Dr., Long Island City 1, N. Y.

Device: Rotiss-O-Mat "Suburbanite" for outdoor barbecue pit.
Selling Features: Adjustable in length from 18 to 26 in.; 10 in. wide; 25 lb. capacity; motor is removable with just a twist; 4-position height adjustment; a.c.



LAUND-R-VENT

Cole-Sewell Engineering Co., St. Paul, Minn.

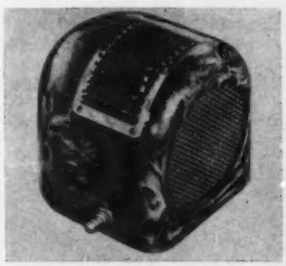
Device: Laund-R-Vent, low-cost ventilating unit for use with automatic dryers.
Selling Features: Expels exhaust from dryer to outside; eliminates lint; reduces moisture in laundry room; all aluminum; a positive-acting damper swinging inside hood opens automatically when dryer is in operation and closes tight when machine is idle; adjustable to different wall thicknesses, 2 supporting flanges easily fastens into place; connects to dryer by means of standard size piping.



HOTRAY Special

Salton Mfg. Co., Inc., 29 Jumel Place, New York 32, N. Y.

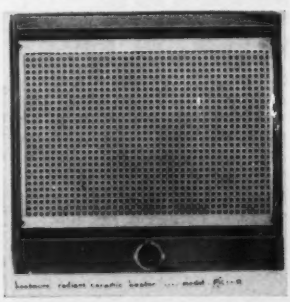
Device: Hotray-Special thermostatically controlled radiant glass tray.
Selling Features: Keeps hot food hot on the table; new black phenolic frame with molded-in handles; shatterproof radiant glass; maintains a temperature above 200 degs.; 115 volts, 200 watts; size 9x14 in.



LUCAS Air Circulator

Lucas Mfg. Co., 4156 N. Lowell Ave., Chicago 41, Ill.

Device: Personal air circulator.
Selling Features: Pinpoints flow of air where wanted; removes stale air and tobacco smoke; suitable for use on end table, dresser, desk; 5½ in. high; plastic case in 4 colors; a.c.



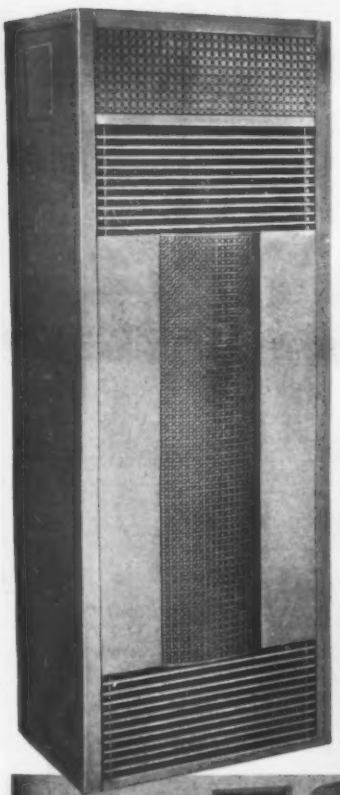
HEATMORE Ceramic Heater

Heatmore, Inc., 738 Broadway, New York 3, N. Y.

Model: Heatmore radiant ceramic heater No. PKI-R.
Selling Features: High resistance wire imbedded into special ceramic composition provides longer infrared wave lengths, the manufacturer claims; easily installed surface mounted; built-in thermostat and pilot light; 24x23 in; 2 in. extension from the wall; 9 amps at 115 volts and 4.5 at 230; a single panel will heat a room of 1200 cu. ft. in freezing weather; also available with remote thermostatic control.

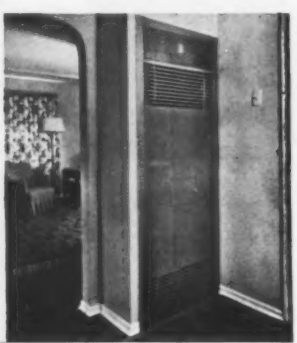


H.C. Little oil wall furnaces are sales winners!





COMPACT DESIGN—
COMPLETE FACTORY ASSEMBLY— Including all controls
EASY INSTALLATION—
NO HEAT DUCTS NEEDED—
SILENT BURNER—No moving parts
100% AUTOMATIC OPERATION—All electric ignition and control system—No pilot light





HALL VIEW shows how unit fits compactly in small space, needs no heat pipes, heats bedrooms and bath for whole-house comfort.

LIVING ROOM VIEW shows attractive, out-of-the-way installation, opportunity for convenient furniture placement and wall-to-wall carpeting. Large radiant panel on living room side provides instant, body-warming heat rays, while a gentle circulation of warmth is assured by warm-air-discharge, return-air-intake grilles on BOTH sides of unit.

Model shown, No. 85 H. C. LITTLE OIL WALL FURNACE, has hourly output rating of 65,000 B.T.U. Model No. 60, not shown, is rated at 40,000 B.T.U. hourly output.

H.C. Little Burner Company, Inc.
San Rafael, California

H. C. LITTLE DISTRIBUTORS

Aurora, Ill.	Portland, Ore.
Baltimore, Md.	Prescott, Ariz.
Belmont, Mass.	Reno, Nev.
Boise, Idaho	St. Louis, Mo.
Columbus, Ga.	St. Petersburg, Fla.
Detroit Lakes, Minn.	Salt Lake City, Utah
East Orange, N.J.	Seattle, Wash.
Fayetteville, N. Car.	Toledo, Ohio

MAIL COUPON FOR COMPLETE INFORMATION TODAY

H. C. LITTLE BURNER COMPANY, INC.
SAN RAFAEL, CALIFORNIA
Gentlemen:
Please send us complete information about your OIL WALL FURNACES.

Name_____

NEW PRODUCTS



DAVIS Lawn Mowers

G. W. Davis Corp., Richmond, Ind.

Device: Davis 1953 line of power mowers.

Selling Features: Line includes 2 reel-type power mowers, 18 and 22 in., featuring Davis Flex-a-matic clutch, which gives 1-finger engine control, insuring smooth mowing without jars and jerks; 2 gas-powered Davis rotaries, 18 and 20-in., that mulch as they mow; and new Davis 16-in. rotary, specially designed for the small lawn market; all models styled in "sunshine yellow".



REO Lawn Mowers

Reo Motors, Inc., Lansing 20, Mich.

Models: 3 new rotary models have been added to Reo line.

Selling Features: New motors include a low-priced 18 in. electric "Electra-Lawn"; a 2-cycle, gasoline-powered, 18-in. model, Revo-Jet; and the 20-in. Flying Cloud powered by Reo's 4-cycle 1¾ hp. gas engine. Other models in the 1953 line include 25 in. Trimalawn, 21-in. Rovale, 18-in. Runabout and the 18-in. Townhouse electric.



TORO Snow Plow

Toro Mfg. Corp., Minneapolis, Minn.

Device: Toro "Snowbound" snow plow.

Selling Features: Collects snow through a screw-action rotor and propels it up and out of a directional chute, reduces tendency of mechanism to freeze and makes possible disposal of slush and all kinds of snow; a heating device prevents carburetor or governor from freezing; has a 17-in. plowing swath; powered by a 2½ Briggs and Stratton 4-cycle engine; easily pushed; 3-point suspension on 2 disc type steel front wheels and a semi-pneumatic rear wheel; plow throws snow 10 to 15 ft. to right or left of machine, through a spring loaded chute; height of cut is from zero to 1½ in.; chain driven, self-clearing of water and ice.

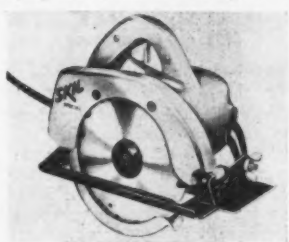


STEBER Insect Trap

The Steber Mfg. Co., Broadview, Ill.

Device: "Killer-Kage" electrically operated trap to electrocute corn borer moths, cotton boll worm moths, and other destructive insects which cause damage to crops.

Selling Features: Moths are attracted by four 300-watt lamps mounted behind wire grid which is energized by 7,500 volt 18MA transformer; also effective for night-flying insects attracted to light.



SKIL Saw

Skilsaw Inc., 5033 Elston Ave., Chicago 30, Ill.

Device: New Skil home shop saw No. 516.

Selling Features: 6-in. saw, universal type motor; handles almost every cutting application; 5800 rpm speed suitable for wood, stone, metal, plastic and composition; built-in bevel and depth cut adjustments; vertical cutting capacity, 1⅞ in.; at 45 degs., 1⅛ in.; compact, light in weight; 10⅛ in. long, weighs 9¼ lbs. automatic telescoping blade guard; aluminum alloy housing; safety trigger switch; self-lubricating bearings; accurate sighting notches and a special non-glare foot which cuts reflection to a minimum.

Comes equipped with a combination blade for general-purpose cutting, a wrench, and 3-conductor rubber-covered cord.

A PRODUCT OF AVCO MANUFACTURING CORPORATION

"ON THE BEAM" with CROSLEY TV

You can see it BETTER on a CROSLEY

AMERICAN KITCHENS
BENDIX
CROSLEY
CROSLEY BROADCASTING CORPORATION
HOBN
LYCOMING
NEW IDEA
SPENCER HEATER

CROSLEY'S 1953 TV CAUSES STIR IN TRADE

Factory production drastically increased to meet demand

When the new Crosley TV lines were unveiled to the trade in Cincinnati, distributors enthusiastically felt these sets would catch the public fancy and sell *fast*.

Why? Because they were electronically engineered to give the clearest picture in all television; were housed in rich wood cabinets, not plastic or metal. And these sets were competitively priced to appeal to the most money-conscious buyers.

In addition, Crosley offers the customer a Custom line with or without built-in UHF and a Deluxe line with or without built-in UHF. In the Deluxe line, blond-finish or mahogany-finish sets are at no extra cost.

Today, actual cold-cash sales testify to the quick public acceptance of the new Crosleys. Figures already received show a sales increase of 300% over last year for a like period.

Crosley's sales picture is brighter than bright. And every day reports from distributors and dealers all over the country show that the new sales position is not only being held, but improving.

To meet the current demand for delivery of both the Custom and Deluxe lines, Crosley has drastically increased production. Last month a new production line was begun. This new line alone is geared to turn out as many as 5000 sets a month.



TV Star Dagmar—She helped introduce the exciting new Crosley TV lines





Questions and Answers about CROSLEY

Q. What's Crosley's answer to UHF?

A. Crosley has the Industry's most complete answer to UHF. There are three approaches:

1. All Crosley sets can be bought with a combination tuner built in.
2. Crosley sets can be converted in the field by a UHF tuner installed within the set.
3. An external adaptor can be easily and quickly attached.

With all three approaches you have full coverage of all VHF and UHF stations.

* * *

Q. Do Crosley sets which are equipped with a VU (VHF-UHF) tuner have a separate built-in UHF antenna?

A. Yes. All Crosley sets with combination tuners have a separate UHF antenna which is automatically connected when the tuner is dialed to a UHF station.

EVEN THE MAYOR OF SIOUX FALLS WAS THERE!



Mayor Henry Saure (right) admires the unique Crosley "cutaway" TV receiver in the Crosley "Display Center" featured by Power City Radio to celebrate the opening of the Sioux Falls, So. Dakota, new TV station.

This unusual receiver has glass sides, top, and bottom—letting people see just what goes on inside a Crosley while the set is operating.

Thousands of TV buyers were attracted to this "Display Center." Dealers reported that Crosley TV sales zoomed to a new high in Sioux Falls.

CROSLEY "INBOARD PRICING" BOON TO TV BUYERS

What is "Inboard Pricing"? "Inboard Pricing" is Crosley's honest policy of including in every TV list price *all* the fixed charges determined in advance.

For example, the Crosley TV price tag includes Federal Excise Tax and full-year warranty charges on all chassis parts and the big picture tube.

What does it do for the customer? "Inboard Pricing" is designed to *eliminate* all hidden charges for the customer . . . *The price he sees on the set is the price he pays!* (Except for state and local taxes.)

W. A. Blees, AVCO vice-president and Crosley general sales manager, voiced this about pricing today: "It's high time the consumer got a break with a price tag that reflects the amount he actually pays for an item he sees in a store. A lot of added charges strike me as unfair to the customer and unsound from a business standpoint."

W.A.Blees says



". . . The electronics business is considerably healthier today than it has been at any time since the 'rigid buyers' market' days following the outbreak of the Korean War. Inventories are more normal than they have been for some time. The past few weeks have shown a marked increase in television business at all levels. This is due in large part to what I like to refer to as 'television's election year.'

* * *

". . . Of more lasting and long-range effect is the lifting of the three and one-half year old freeze of TV station construction. Early in 1953, new television stations will begin operation at an average rate of approximately three new transmitters per week. In my opinion, the new television market ushered in by UHF will stay with us for a long time as the present limited television broadcast service is expanded into a nation-wide medium of education, communication and entertainment.

* * *

". . . As you know, any receiver Crosley ever built can be easily adapted to UHF reception by the addition of a Crosley tuner. The prices, too, of our new TV sets offer unparalleled values in the brief history of television's development. Some of our 1953 sets have the complete tuners for all VHF and UHF bands built in them. All can be easily adapted in the field, when UHF stations come on the air.

* * *

". . . Put these wonderful new 1953 sets on your floor now and get off to a running start. Take advantage of the good television volume we will have this fall and in 1953. Remember, 'The early bird gets the worm.'"

"ON THE BEAM"..... *with* CROSLEY TV

WORCESTER DEALER TAPS BIG KEY MARKET—*APARTMENT DWELLERS*

Edward Blaum, owner of an exclusive full-line Crosley dealership in Worcester, Mass., proved that it really pays off to cater to apartment



house tenants. Success in developing this large profit-making market is due, in part, to his company's unique store layout—which lets customers see how appliances and television will look and work in their *own* apartments!

The store is located on the first floor of an old three-floor apartment house. Showrooms have been left strategically undisguised and appear as typical apartments, creating a strong "home atmosphere" for customers. The store front is located on what used to be the front porch of the apartment house.

"We try to make it seem as much like home here as possible. And, take a customer out of the usual environment of a store and place him, or better still, her, in the familiar surroundings of a home or apartment and you provide an easier sales atmosphere," is Blaum's advice.

TV SETS ON DISPLAY BLEND WITH FURNITURE

What used to be the main dining room of an apartment is now a *television showroom* where new Crosley TV is featured exclusively. Left untouched were an antique mahogany-panelled fireplace and wall mirrors which fall into Blaum's "home atmosphere" plan. In this showroom only mahogany-finished Crosley TV sets are shown. In an adjoining living room, with blond-wood furniture, blond-finished TV sets are on display.

"We offer other advantages to customers," says the owner. "We're open until 9, Monday through Friday, and a service crew is *always* on hand to talk with prospective customers about the problems of TV installation in homes or apartments."

WIN $5.00

With Your Best Sales Story

"When customers come and talk about trading in their old appliances, I gladly tell them I'll look them over. During the early stages of the Korean War most people would jump at the first price I offered them. Now, they are cautious buyers and want to shop around. Whenever I make an offer of (say) $65 for a 10-inch TV set that a customer paid over $300 for when new, the customer thinks he should get a lot more for it.

"The best way is make them realize that it isn't worth too much , I believe, is to show them that you'll buy it for $65 and sell it back to them for $50."

John Evans, Evans Food Lockers Westerville, Ohio.

DID YOU SEE THIS PICTURE IN "TIME"?

Here's Ike Eisenhower's campaign manager, Arthur Summerfield, leading his Michigan delegation on the floor of the Republican Convention at Chicago. See what he's been reading and holding in his hand? It's that big Crosley advertisement headed, "Here's why this year you must SEE and know the man you vote for!"

There's a typical sample of the timeliness of Crosley advertising—and the prestige Crosley institutional advertising messages command!





TV SERVICE TRAINING A BOOST FOR DEALERS

What's in it *for you* when you send your service people to the Crosley Service Classes in Cincinnati? (1) Better set installation right at the start. (2) More perfect set operation over longer periods of time. (3) Satisfied customers. (4) Fewer service calls to make.

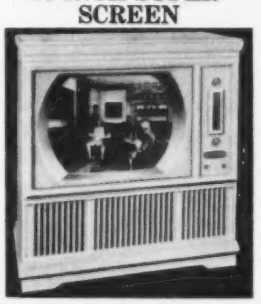
Service-school classes for advanced electronics training deal with the two new 1953 Crosley TV lines. Service personnel are made familiar with all changes and features in new models *prior* to introduction of sets on the market. Classes, which are free to dealer and distributor service personnel, meet the full first week of each month.



HERE TO LEARN MORE—SO THEY CAN EARN MORE

Service people from thirteen cities and eight states shown at a recent Crosley service class. First Row—Left to Right: A. W. Edwards, Fort Worth, Texas; R. Rousseil, New Orleans, La.; A. Rostas, Grove City, Pa.; E. H. Sharkey, Ft. Wayne, Ind.; D. Uhrig, Chillicothe, O.; Second Row—Left to Right: H. Carpenter, Chillicothe, O.; A. Holzapfel, Wellston, O.; D. Antor, Howard City, Mich.; S. W. Barnes, Charleston, W. Va.; Third Row—Left to Right: W. K. Slack, Westerville, O.; L. Mault, Columbus, O.; C. Newell, Wosso, Mich.; W. Ragen, Skidmore, Mo.; E. Freeland, Hastings, Mich.; Standing: Robert Younger, Crosley Service Department.

CROSLEY REVEALS 30-INCH SUPER-SCREEN



When Crosley distributors got a sneak preview of the amazing new Crosley Superscreen TV set, they started asking questions: Q—*What's the tube size?*

A—Engineers said the set has a 30" picture tube, the world's largest direct-view TV tube now in production! The 532 square inches of viewing surface is considerably more than twice that of a 21-inch model!

Q—*When will set production begin?* A—Crosley executives replied that production will begin in September, with shipments to follow immediately.

TUNING IN THE DEALERS



". . . I am pleased to write you and report how pleased we are with Crosley television in our area. Bakersfield is a definite fringe area, being about 112 miles from metropolitan Los Angeles. Additionally, there is a large mountain range over 5000 feet high that lies between Los Angeles and Bakersfield.

". . . We have tried many television receivers in this area and after exhaustive tests have found that Crosley outpulls, outplays and outperforms all others tested . . ."

Gerald Prosser (and Vance Ketchum), co-owners, House of Television, Bakersfield, Calif.

Why Dealers Grow Gray




EXCITING! NEW!
EUREKA
LOOK at the CLEANER!
LOOK at the PRICE!
$69.95
complete with deluxe tools
LOOK at the National Advertising!
POST
McCall's
LIFE
Collier's
GOOD HOUSEKEEPING
Sensational from A to Z!

COMPLETELY NEW, ALL THE DELUXE FEATURES
...AND MORE! TERRIFIC TRAFFIC BUILDER!

New! EUREKA mass





NOW you can offer your customers THE NEWEST, MOST ADVANCED DESIGN IN CLEANERS at a price that's a good $20 to $30 below the market! This terrific low price of EUREKA *Roto-Matic* is the basis of a long-range merchandising plan founded on mass production and mass selling . . . with full profit for you and unprecedented advertising and merchandising support.

Think what it means to you as a traffic-builder alone! You have a full-profit leader in this sensational new EUREKA *Roto-Matic*— and, for step-up sales, the industry's finest upright cleaner, the EUREKA *Automatic*, plus the tops in tank cleaners, EUREKA *Airomatic!*

★ Guaranteed by Good Housekeeping



New Idea! EXCLUSIVE ATTACH-O-MATIC clip-on TOOLS!

Greatest improvement in vacuum cleaning in years! Tools always where they are wanted, when they are wanted... no floppy bag or awkward box to fuss with!

NO DUST BAG TO EMPTY of course!

production miracle revolutionizes cleaner prices at FULL PROFIT to you!





AMAZING NEW NO. 60 RUG NOZZLE!

Scientifically designed for maximum dirt-getting suction! Full floating brush instantly removes stubborn lint, thread and dog hair!

SO LIGHT! ONLY 14½ LBS.

2 to 4 lbs. lighter than other makes. Easy to carry. Motor mounted in bottom for built-in stability.



ELECTRIC CORD CLAMPED TO CLEANER...

when not in use! No worrisome cord tangling, twisting, or getting lost . . . no storage problem! Long 20' cord!

NO OTHER CLEANER OFFERS ALL THESE FEATURES AT ANY PRICE!



"WHISPER" QUIET—NO VIBRATION!

Motor mounted in live rubber. No annoyance to the sleeping baby, the cranky neighbor . . . no loud whine or shrill whistle to jar users' nerves!



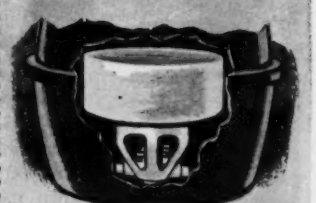
TOSS DIRT AWAY!

Big, cone-shaped throw-away paper bag holds more, replaced in seconds a few times a year! Scientific design maintains powerful suction until full!

ADJUSTABLE SUCTION

cleans draperies, delicate fabrics without pulling! A slight twist adjusts opening to control suction! A lot or a little—as wanted!





OVER ¾ H.P. MOTOR...

tremendous suction! Greater suction means Roto-Matic gets more dirt, faster—users' homes are hospital-clean, color-bright with less work!



ALL BACKED BY

BIG SPACE "BOMBSHELLS" IN BIG MAGAZINES to BUILD BIG PROFITS for YOU!



- Sparkling, dynamic double pages, pages, half pages —all brilliantly designed in two colors and packed with sales punch to pull prospects to your store! Look at the list of magazines—then . . . hurry . . .

CALL! WRITE! WIRE! For full details.

EUREKA DIVISION Eureka Williams Corporation, Bloomington, Illinois

when they talk "mow" it's Homko



Reel Type and Rotary

power mowers and Lawn Sweepers



Powered By Nationally Known, Easy Starting, 2 and 4 Cycle Gas Engines



Power mowers are America's fastest growing profit opportunity for you. Be sure to make every lawn mower and lawn sweeper sale high profit units, high profit sales. When they talk "mow," be sure to say "HOMKO Power Mowers." They are the finest line built, greatest in demand, nationally known and nationally advertised. Get the details of the big 1952 campaign in 15 powerful magazines telling 45 million readers, month after month, about the HOMKO Power Mowers and Lawn Sweepers, mat service and merchandising display aids. Enjoy continuous sales. Stock HOMKO! Talk HOMKO! *"Power"* is the way they'll mow—sell HOMKO.



New Reel Type Mowers — available in 18" to 30" walking and riding types. Easily maneuverable, sturdily built, finest features today.



Rotary Power Mowers — available in 16" to 20" gas and electric models.



Fold Away Lawn Sweeper — 24" width, extremely large 6¼ bushel capacity. Sturdy bumper guard and fold away flat feature.

Nationally Advertised to 45 Million in 15 Big, Powerful Magazines

WESTERN TOOL & STAMPING COMPANY
2725 SECOND AVENUE • DES MOINES 13, IOWA

NEW PRODUCTS



TITAN Therm-O-Dial

Titan Mfg. Co., Inc., 701 Seneca St., Buffalo 10, N. Y.

Device: Therm-O-Dial thermostat for heaters.

Selling Features: Self-contained; requires no wiring—plugging heater cord into receptacle converts any electric heater into a thermostatic controlled heater; compact, lightweight metal case; built-in receptacle and a standard, 6-ft. cord set. Unit can be mounted or hung on wall at any desired height and will operate for hours or overnight; temperature range from 35 to 95 degs. F, operate any electric heater up to 1650 watts.

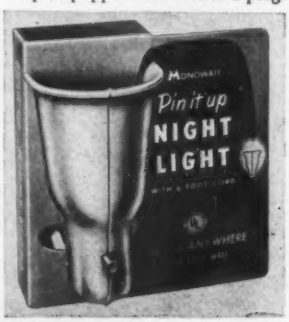


NOMA Candy Cane

Noma Electric Corp., 55 W. 13th St., New York 11, N. Y.

Device: Illuminated candy cane.

Selling Features: Available in bright Christmas colors, flexible plastic; illuminated with 3 (C7½) Xmas lamps; equipped with cord and plug.



MONOWATT Night Light

Monowatt Dept., General Electric Co., Providence 7, R. I.

Device: Pin-it-up night light.

Selling Features: Equipped with 6-ft. cord and concealed suspension bracket; push button switch makes it easy to snap on or off; complete with C-7, 7-watt bulb; ivory.

$109.95* For This Big 10 lb. Semi-AUTOMATIC

AND 3 FULL SIZE MODELS UNDER $100.00

*Slightly higher in the West.



WIRE OR PHONE COLLECT for name of your nearest distributor.

That's Why Duchess is Setting NEW NATION-WIDE SALES R[illegible]ORDS

Duchess Model A2-O and A2-OP are big 8 lbs. dry clothes capacity — Model A13-O is a full 10 lbs. — they all sell BELOW $100.00. The 10-lb. Model A14-O *Semi-Automatic* is just over the century mark at $109.95. And these low ticket models include full mark-up. You can sell them *profitably*. Or you can use them to springboard to Duchess deluxe or super deluxe models. Either way they produce fast sales. Don't wait for better times. Have good times with the Duchess — RIGHT NOW!



DUCHESS DEHUMIDIFIERS
At $129.95 the Duchess Dehumidifier beats most competitive price tags with full profit for you. Compact, attractive design. Easily portable. 12,000 cu. ft. capacity. A trial demonstration sells it.



DUCHESS AUTOMATIC CLOTHES DRYERS
Fully automatic, because the Duchess shuts off when clothes reach pre-set dryness — not when the time runs out. Models for electric, city gas and LP-gas at sales-clinching prices.



Duchess

APPLIANCE MFG. CO.
ALLIANCE, OHIO

WORLD CHAMPS



#1. HOME FREEZERS BY DEEPFREEZE

You know why genuine Deepfreeze Home Freezers lead them all in consumer preference. You know that Deepfreeze pioneered the Home Freezer to begin with, and has spent millions educating the public on "the home freezer way of life."

But did you know that Deepfreeze Home Freezers are far out in front in design, construction, performance and convenience features? Did you know that the Deepfreeze line is the most complete—including 6 beautiful chest-type models in 7, 13, 17 and 23 cu. ft. sizes, plus a sensational new 11 cu. ft. *upright* model?

The more you know about the Deepfreeze franchise, the more you want it. See your Deepfreeze Distributor today for full information!

Exclusive! Deepfreeze "Casseroles"

Four one-pint containers for pre-cooked meals or leftovers. Freeze, heat, serve dinner in them. Made of anodized aluminum in gold, green, red and blue. Provided only on deluxe 13, 17 and 23 cu. ft. models.

Exclusive! Deepfreeze "Handy Basket"

Double-deck basket has unique hinged side for easy removal of bottom packages without disturbing those above. Holds two rows of commercially packed foods, has convenient pastry rack for pies and cakes.



Electric Ranges by Deepfreeze

Built in a complete line from a compact apartment model to a super-deluxe model that has everything!



Electric Water Heaters by Deepfreeze

Both round and table-top models are built with single and double heating units. Capacities 31 to 81 gallons.

BY DEEPFREEZE!



★ Every Thursday Evening—
Gabriel Heatter brings you the World's News
—Mutual Network

2. REFRIGERATORS BY DEEPFREEZE

Championship calibre is just as obvious in every feature of the sensational new Refrigerators by Deepfreeze.

One dealer told us, "All I've got to tell my customers is that Deepfreeze makes them. After that, the main problem is which model to pick!"

For customers who want to know more, you can point out that Refrigerators by Deepfreeze hold items of *every* size, including gallon milk jugs . . . that the big Twin Crispers keep a half-bushel of fruits and vegetables fresh and delicious . . . that defrosting is completely automatic. And by all means show them the exclusive features described at the right.

Models? The line is *complete*—eight models ranging from 9.3 to 11.5 cu. ft! See your Deepfreeze Distributor *now!*

Exclusive! Deepfreeze Freezer Compartment!
Only Deepfreeze has the genuine Deepfreeze Freezer Compartment. It stores approximately 50 lbs. of frozen foods and really keeps ice cream hard. Separate freezer shelf holds ice cube trays.

Exclusive! "The Door That Stores More"
Not just shelves, but features in the door! Outstanding are the Deepfreeze "Handy Jugs" for juices or water —and the "Handy Bin" for small greens, fruits or vegetables. No other refrigerator has them!

Deepfreeze Home Appliances

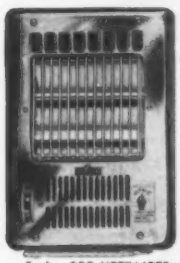
TRADE MARK REG. U.S. PAT. OFF.

©1952 Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois.
Makers of genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters.
Specifications subject to change without notice. Deepfreeze Home Appliances are also available in Canada.

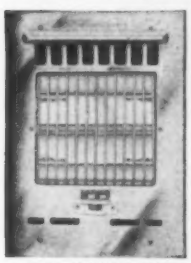
Here's how you can fill every auxiliary heating need of every

BUILDER, CONTRACTOR and HOME OWNER!

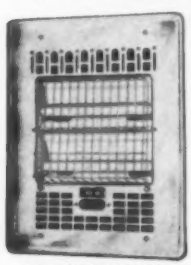




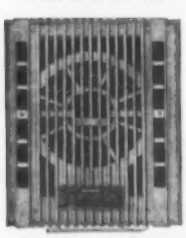
Series 230 HEETAIRES
1250 to 3000 watts



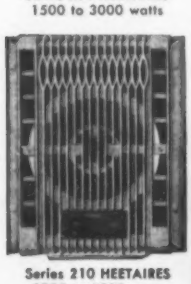
Series 200 HEETAIRES
1000 to 2000 watts



Series 240 HEETAIRES
1000 to 1500 watts



Series 250 HEETAIRES
1500 to 3000 watts



Series 210 HEETAIRES
3000 to 5000 watts

HEETAIRES . . . are manufactured in a complete range of types and sizes for every purpose . . .

HEETAIRES . . . range in wattage from 1,000 to 5,000 (120 and 240 volts), produce from 3,402 to 20,472 BTU's per hour — for light, intermediate and heavy duty.

ALL HEETAIRES are available with AUTOMATIC THERMOSTATIC HEAT CONTROLS

All HEETAIRES can produce and maintain any desired temperature between 40° and 80° F. (with only 2° differential at all times). This insures correct healthful comfort — uninterruptedly — quickly, wherever wanted.

HEETAIRES are avalaible in wall inserts and wall attachables—both with either built-in or external thermostatic controls.

HEETAIRES are available in three heat types—radiant heat, heated air, fan-forced radiant heat. FAN-GLO HEETAIRES — Series 230 produce both kinds of heat — infra-red rays plus fan-forced heated air.

HEETAIRES Series 200 and Series 240 produce infra-red rays (radiant heat).

HEETAIRES Series 250, Series 210, produce fan-forced heated air.

Tested and listed under reexamination service by Underwriters' Laboratories, Inc. Thermostatic or Manual Control . . . Radiant Heat, Heated Air, and Fan-Forced Radiant Heat . . . Wall Insert and Wall Attachables.

FREE! Write for the copyrighted "A Guide to Quick Heating".

MARKEL ELECTRIC PRODUCTS, INC.
LA SALLE PRODUCTS, INC.
145 SENECA ST. • BUFFALO 3, N. Y.

NEW PRODUCTS ... NON-ELECTRIC BRIEFS

West Bend recently introduced 2 new stainless steel mixing bowls: a 5¼ qt. model for mixing foods in large quantities, making yeast breads, etc.; and a ¾ qt. model addition to their "Bowlmaster" line, which now consists of 3 sizes 3½ qt.; 1½ qt.; and the new ¾ qt. size.



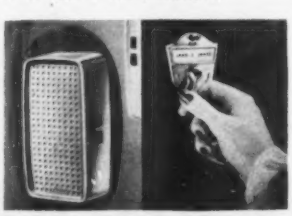
Two New Dazey can openers—No. 33 Jr., and No. 32 "Budgit" are introduced by Dazey Corp., St. Louis, Mo. "Jr." has smooth operating blade-cutter; permanent type magnet to hold cut-off lids. "Budgit" has easy-operating cutter-blade. Both models fit Dazey wall bracket.

Stainless Steel Handy-Pans, announced by Revere Copper & Brass Inc., Rome, N. Y., can be used in refrigerator stacked, also suitable for oven cookery and for serving at the table. Set includes a 1-pt. 1-qt., and a 2-qt. pan, each with cover.

Bone Dry Air Drier, a new product that draws moisture from humid air, is announced by The Hood Co., 11048 S. Van Ness Ave., Los Angeles, Calif. It won't wear out, drip, melt or leak. Can be reactivated; blue signal card turns pink when drier needs reactivation.

Mirror's Warp-Proof fry pan is now available in 7, 9, 10 and 11-in. sizes. Made of heavy aluminum, it won't warp or buckle. Aluminum Goods Mfg. Co., Manitowoc, Wis.

Weldit, a new all-purpose cement, now being distributed by Singer Home Products, 121-03 Sutphin Blvd., Jamaica, N. Y., is said to be able to cement any materials permanently, stop leaks, etc. Unaffected by water, alcohol, naphtha, oil or gas. Suitable for insulating and water proofing wiring and cables—it is also a non-conductor.



Nu-Tone announces a 2-note, non-electric door chime. Operated by a small lever mounted at shoulder height on outside of door; chime housing is mounted in approximately same position inside door. Sounds loud, clear musical notes. Nutone, Inc., Cincinnati, O.



Necchi Chair gives maximum comfort while sewing, and features a sliding drawer for storage of thread and other sewing equipment; extra large seat covered with plastic; high back for comfort and support. Available in walnut, mahogany or blonde at Necchi dealers.



A new Automatic Control for the Walton Aqua-Sorber dehumidifier is announced by Walton Laboratories, Inc., 1186 Grove St., Irvington, N. J. It reacts to moisture content of atmosphere, rather than at pre-set timed intervals. In this way dehumidifier operates only when necessary, saving power consumption.



Vac-O-Mat, Rival's new portable can opener, has a powerful vacuum disc base and a 2-position cutter assembly which makes it possible to use it as a table or a wall unit. Pressure on locking lever fastens it instantly to smooth surfaced walls or tables of tile Formica, metal cabinets etc., without screws or holes. Other features include piercing lever, rotary handle; magnet for can lids. All steel with chrome trim and red, white or yellow baked enamel. Rival Mfg. Co., Kansas City, Mo.

Here's
your big TV sales punch
with parents of growing children



It's *Bendix* "Solo-Ear"



Bendix "Solo-Ear" has wide appeal

FOR "STAY-UP-LATES"
Permits enjoying late shows without disturbing the rest of the family or the neighbors.

FOR THE HARD-OF-HEARING
Brings complete TV pleasure while set stays at normal volume.

IN HOSPITALS, SICK ROOMS
Cheers the convalescent without disturbing anyone else in the slightest.

Read how "SOLO-EAR" *can mean extra profits for you*

At the flip of a switch, Bendix "Solo-Ear" permits any Bendix* TV receiver's sound to be diverted from the regular speaker into one or more special feather-weight headphones. Or, if desired, the headphones can be used right along with the regular speaker.

What an interest-getter . . . and sales-helper . . . Bendix "Solo-Ear" can be with parents of growing children! In fact, it's a uniquely inviting promotion item that lets you "go to town" with *many* different prospects. Best of all, it's simply-installed and trouble-free in operation.

Check into the added profit possibilities that Bendix "Solo-Ear" . . . in conjunction with the great new Bendix line . . . offers *you*. Do it today. *REG. U.S. PAT. OFF.

One more way that Bendix helps you sell more and profit more!

AVIATION CORPORATION—THE NAME MILLIONS TRUST

BENDIX RADIO TELEVISION AND BROADCAST RECEIVER DIVISION • BALTIMORE 4, MARYLAND

Dominion means with Big Fall Campaign

TRADE MARK

SELLS DOMINION TO A 50 MILLION CUSTOMER AUDIENCE

that is quick to see Dominion leads the parade in features and styling . . . proud of Dominion's utility in modern home making . . . and willing to buy this more-for-your-money line NOW! Own Dominion is in the home you have a potential customer for the entire line. Cash in positively by taking advantage of today's increasing demand for Dominion!



DOMINION DISPLAYS ATTRACTIVELY — sells on sight. Pays high dollar return on floor space — you can afford to keep Dominion in a good traffic spot.



DOMINION HEADQUARTERS — attracts presold customers. Bring them in to buy with window displays, signs, statement stuffers, newspaper ads, etc.



DOMINION IS IDEAL FOR SPECIAL PROMOTIONS — proven volume builders to use for your special attractions and store promotions.



New Dealer Equipment



MACTON Display Turntable

Macton Machinery Co., 209 Locust Ave., Port Chester, N. Y.

Device: Macton display turntable No. 1000.
Features: 48 in. diam; 9 in. high; 1-piece; driven by 1/12 h.p. motor at 1 rpm; all steel; built-in outlet for lighting while unit is in use; for displaying ranges and other major appliances, singles or in pairs, capacity is 2000 lbs.



EQUIPTO Steel Shelving

Equipto Div., Aurora Equipment Co. Aurora, Ill.

Device: Iron-Grip shelving, re-enforced for ton loads.
Features: Designed to hold up to 2000 lbs (1 ton) on each shelf; re-inforced sides and center are equipped with 1 x 1-in. high carbon angle irons, ¼-in. thick; front and rear have U-shaped re-enforcing channels. A special Iron-Grip stud slips into a hole in shelf, then into a keyhole in upright. Shelf is then pressed down and assembly is complete. Dividers, drawers, backs and side panels are available in all sizes.



Rotating Display Table

Les-Mor Sales, 264 Congress Ave., New Haven, Conn.

Device: Rotating display table.
Features: Has an 8 in. top; can be used for floor or window displays or on top of counters; rotation is at rate of 1 rpm; 110 volts; made in plastic colors with white body, black table and red trim.

New Dealer Equipment



LABELON Plastic Tape

Labelon Tape Co., Inc., 450 Atlantic Ave., Rochester 9, N. Y.

Device: Labelon plastic tape.

Features: Suitable for identification on electrical equipment circuits, wires pulled through conduits; weatherproof, it can be left outdoors without destroying legibility; sticks without moistening; may be written on with pencil, stylus or dry ball point; writing will remain legible over a temperature range of 40 to 160 degs. F.; will not curl or discolor with age. Available in 400 and 800 in. rolls, in ¼, ⅜, ½, 1, 1½ and 2 in. widths. Choice of 4 colors.

BERNZ-O-Matic Torch

The Otto Bernz Co. Inc., Rochester, N. Y.

Device: Bernz-O-Matic torch.

Features: Long lasting replaceable cylinder of liquefied petroleum gas with a burning time of up to 15-hrs. and interchangeable burners; lights instantly without pre-heating; flame can be adjusted by turning valve from pin point to 8-in.; said to be hotter than gasoline torch, burning in any position at 2300 degs. F. Suitable for electrician, plumber, farmer, home workshop. Accessories include a flame spreader, paint-burning attachment; choice of pencil flame or general utility type burner; package consists of fully loaded cylinder and choice of pencil flame or general utility type burner.

New Foreign Products

(for your information)



Portable TAPECORDER

Tokyo Telecommunication Engineering Co., Ltd., 351 Kita, Shinagawa 6, Shinagawa-Ku, Tokyo, Japan

Device: Tapecorder, portable, battery operated tape recorder.

Selling Features: Uses ¼-in. plastic

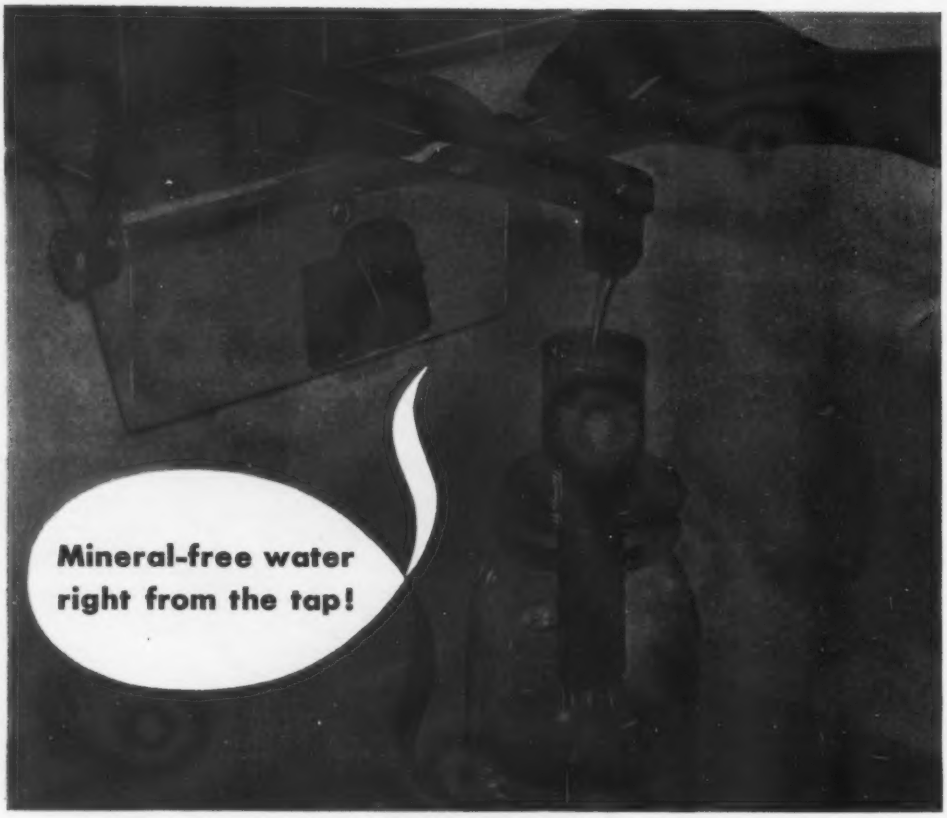
BUSINESS...for you!

• National Advertising • Demonstrations
• Local Newspaper Advertising • Displays



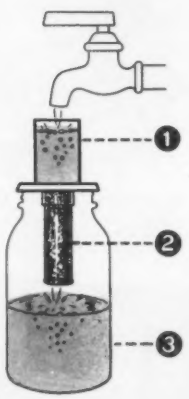
DOMINION FEATURES CREATE IMPULSE SALES — makes "lookers" want Dominion. Helps sales people with sales clinching facts.

DOMINION ELECTRIC CORPORATION • MANSFIELD, OHIO



BOOST STEAM IRON SALES
with this new water filter set

• Here's what you've been looking for! The perfect "tie-in" for your steam iron sales! Take your customers over the "distilled water" hurdle! . . . show them how easy it is to get mineral-free water . . . this convenient, low-cost way:



SIMPLE, FAST

1 **TAP WATER** goes in here. Excess flows over protective rim which prevents unfiltered water from entering jar.

2 **WATER FILTERS** through tube of "Wantz" filter compound which removes minerals and alkalies from tap water.

3 **DE-IONIZED WATER** (mineral-free, like distilled water) comes out here. Takes only 4 or 5 minutes for a pint.

Water produced by the "Wantz" filter also ideal for use in VAPORIZERS, BOTTLE WARMERS, ICE CUBES, BATTERIES, ETC. . . . Filter Set includes funnel top and one tube of filter compound (makes up to 20 quarts of de-ionized water . . . depending on hardness of local supply).

To retail at **98¢**



TWO PROFITABLE UNITS . . . FILTER SETS & REFILLS

No. FS-100 "Wantz" Water Filter Set—Two parts—plastic funnel-top and plastic tube of filter compound (which changes from reddish color to yellow as used). When compound is yellow, tube is discarded. Packed in display carton.

No. R-200 Two "Wantz" Refills—Each refill tube contains enough filter compound to make up to 20 quarts of de-ionized water, depending on hardness of local supply.



MAIL COUPON NOW — **Illinois Water Treatment Co.**
840 Cedar St., Rockford, Ill.

Gentlemen: I am a ☐ Wholesaler. Please rush literature and prices.
☐ Retailer. Please send literature and name of nearest wholesaler.

FIRM NAME_____

ADDRESS_____

CITY_____ STATE_____

Wantz
WATER FILTER
PAT. APPLIED FOR

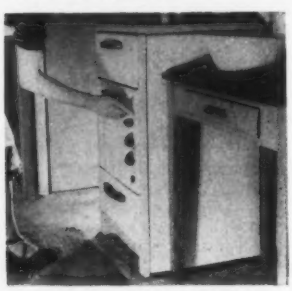
tape; speed $1\frac{7}{8}$ in. per sec.; 20-min. recording time with 3-in reel; manual rewind; self-contained Willard wet battery; mechanical governored series motor; permanent magnet erase; 3-tubes; weighs 10 lbs.; crystal microphone; gray enamel



ALL-PURPOSE Appliance

Rudolph Blik, Electrische Apparaten-en Metaalwarenfabriek, N. Y., 38-44 Waldorpstraat, The Hague, Holland

Device: Household appliance created to make most use of an electric motor; a combination vacuum cleaner, floorpolisher, hand cleaner, mixer and liquidizer. A hairdryer, demothing unit and liquid-spray can also be attached.



G-E Cooker for Blind

General Electric Co., Ltd., Magnet House, Kingsway, London, W.C. 2

Device: Simple switch panel mechanism enables a standard electric cooker (range) to be modified so the blind can use it.

Selling Features: By means of differently toned bells the switch tells when the oven is "on" or "off".



It also tells when required oven temperature is reached. An indicator button on switch panel emerges when oven is turned on, and recedes when required temperature is reached. Once temperature is attained, user needs only to set Braille timer before placing food in oven.

First we asked



7,218 DEALERS WHAT THEIR CUSTOMERS WANTED IN HOME FREEZERS



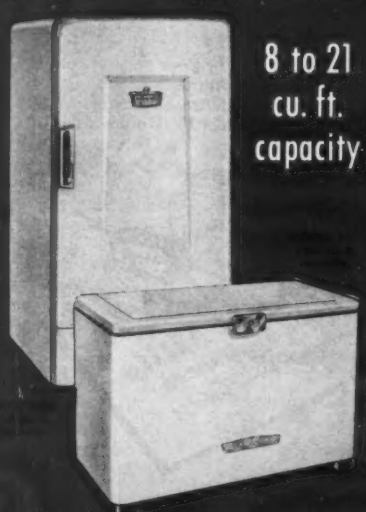
Then we built

THE MOST WANTED FEATURES AND SCHAEFER QUALITY INTO THE

New PAK-A-WAY

THE MOST WANTED... THE MOST COMPLETE LINE OF HOME FREEZERS IN AMERICA!

5 NEW MODELS



8 to 21 cu. ft. capacity

PAK-A-WAY

WITH NEW EXCLUSIVE kolrod* shelves

ON UPRIGHT MODELS

The Greatest Advance in Freezing since the Home Freezer Itself!



Pak-A-Way gives you models that sell, features that sell and prices that sell . . . all backed by national advertising in such books as Better Homes & Gardens, Country Gentleman, Electricity on the Farm, House & Garden, House Beautiful, Household, Successful Farming and Sunset. Pak-A-Way is truly America's Finest Freezer.

Kolrod Shelves—For faster freezing, better circulation, more visibility and lightning defrosting.

HOME FREEZER DIVISION **SCHAEFER INC.** *MINNEAPOLIS*

MANUFACTURERS OF LOW TEMPERATURE REFRIGERATION EXCLUSIVELY SINCE 1929

*Patents applied for

MAKE YOUR STORE HEADQUARTERS FOR THE BIG

$10,970.00

"TELL IT TO BETTY CROCKER" CONTEST



YOU'LL BE A WINNER when contest entrants come to you and *ask* for a sales talk on your General Mills Appliances. Ought to be easy to pick off plenty of sales!



Contest advertising will run in LIFE, October 27, The SATURDAY EVENING POST October 25, November issues of PROGRESSIVE FARMER and SUCCESSFUL FARMING. **...plus big space ads in 125 leading newspapers — Sunday, Oct., 26th.**



FREE! Display Kit includes all the materials you need to make your store contest headquarters. Official entry blanks your customers will need are in this package.

HERE'S THE CONTEST designed to help you sell more General Mills Tru-Heat Irons, more Steam Ironing Attachments and Automatic Toasters. How? By making entrants come to you for entry blanks and helpful advice on the many outstanding features of all three General Mills Appliances. It's a perfect chance for you to tell the selling story—a perfect chance to make sales.

Dealer Listing Newspaper Ads—Magazine Ads and—a free display kit full of hard selling material—will bring you plenty of prospects. So...

SIGN UP NOW!

with your General Mills distributor for...

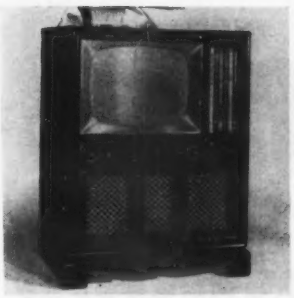
✓ **MORE TRAFFIC**

✓ **MORE APPLIANCE SALES THIS FALL!**

PS If you don't know your nearest supplier of General Mills Appliances, write General Mills, Inc., Home Appliance Department, 1620 Central Ave., Minneapolis 13, Minnesota.



NEW PRODUCTS TV AND RADIO



PHILCO 1953 TV Sets

Philco Corp., Philadelphia, Pa.

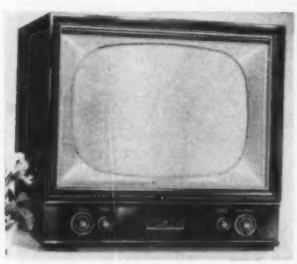
Models: 52 new Philco models for 1953.

Selling Features: A completely new high fidelity chassis with golden grid tuner, with electronic and directional built-in aerial, new Germanium Diode all-channel UHF tuner, and an optic-engineered all-glass picture tube, are featured.

The video amplifier system has higher voltage, greater drive increased power output; double gated automatic picture control.

Germanium Diode all channel UHF tuner is compact and fits inside cabinet of every 1953 Philco set.

New electronic and directional built-in aerial designed for UHF and VHF is a complete electronic system with Philco circuit that automatically matches it to any channel–UHF or VHF. A 4-step control on back of cabinet makes it possible to beam aerial toward strongest signal from any station.



Philco remote control now available in wider choice of table and console models–turns set on, selects channel, adjusts volume, tuning, picture contrast, and turns set off from an easy chair.

21-in. cylindrical all-glass picture gives 245 sq. in. "non glare" rectangular screen.

7 space saving combinations are also included: in a cabinet 25 in. wide a big screen TV, radio, and 3-speed phono, and record storage space are available.

Decorator style cabinets in console and table models in mahogany, maple, cherry, fruitwood and blond oak finishes.

Line includes 17, 20 and 21-in. metal and wood table models; (one with remote control); 17, 20 and 21-in. consoles in open face, half door, full door cabinets (8 with remote control).



EMERSON 1953 TV Line

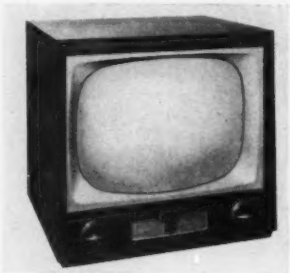
Emerson Radio & Phono Corp., 111 Eighth Ave., New York 11, N. Y.

Models: 15 new models in 1953 line.

Selling Features: Line consists of 7 table models–four 17-in.; one 20-in. and two 21-in.; 7 consoles –four 17-in.; three 21-in.; and a combination TV, AM-phono.

Features include chassis with 41 m.c. IF system, that eliminates interference and other noises from receiver; and a chassis supersensitive for fringe area as well as metropolitan area reception.

No. 721, 17-in. table model, has been made more compact by using side-controls so that face of picture tube represents size of front of cabinet.



DUMONT TV Sets

Allen B. DuMont Laboratories Inc., Receiver Div., East Paterson, N. J.

Models: 15 new models; 6 DuMont and 9 DuMont deluxe.

Selling Features: Larger screen sizes: 2 17-in., and 13 21-in.; all-glass rectangular black cylindrical faced, automatic Selfocus tube; tip-tilted safety glass; noise guard; static eraser; low-noise Cascode, click type tuner with built-in provision for UHF; 1-knob station selector; 1-knob on-off-volume control; built-in antenna; keyed agc; built-in contrast booster; high-voltage picture tube circuits.

DuMont models include four 21-in. consoles: Beverly, Ridgewood, Wakefield, Shelburne; and 2 table models: Clinton, a 17-in.; and Milford, 21-in. All have 18 tubes plus 2 rectifiers, 1 crystal detector and the picturetube.

3 Deluxe models, Newbury, Somerset and Dynasty, have custom styled cabinets designed and wired as optional TV and phono combinations; roll-out drawer in lower right corner permits installation of any type record changer, phono-jack and easily accessible phono-switch are also provided.

Other Deluxe models: Banbury, Flanders, Wimbledon, Wickford, Whitehall and Devon.

All Deluxe models have 21-tubes, 4 rectifiers and the picture tube.





G-E TV Sets

General Electric Co., Electronics Park, Syracuse, N. Y.

Models: 12 new General Electric TV sets, 3 Standard series: 5 Stratopower series and 4 Ultra Vision series.

Selling Features: Standard series has 3 table models, two 17 and one 21-in. Stratopower, 4 consoles: one 17-in.; one 20-in.; and two 21 in.; and one 21-in. table model. Ultra Vision series are all 21-in. consoles, two with half doors and 2 open faced.

Stratopower chassis, featured in Stratopower and Ultra Vision series, has a circuit which picks external or internal interfering noise off video and audio amplifiers and



control circuits and reverses its direction, tending to cancel out original noise impulses and provide a steady picture in fringe and superfringe areas.

Ultra Vision provides a black face aluminized tube and scientifically darkened safety glass doubles picture contrast and tone range.

All models have newly developed Glarejector.

Slanted safety glass; invisible dust seal between picture tube and tube mask; built-in UHF plug to which G-E's external translator UHF101 can be attached. Also adaptable to UHF with new G-E 3-station translator UHF102–can be mounted inside cabinet.



SYLVANIA 1953 TV

Sylvania Electric Products Inc., Radio & Television Div., 254 Rano St., Buffalo, N. Y.

Models: 30 models in Sylvania 1953 line.

Selling Features: Features include a completely new Stratopower "508" chassis, which has 17,000 volts generated to picture tube; new amplified "gated" agc; new voltage regulator tube maintains constant voltage to tube in spite of voltage variations; HaloLight, border of light that frames picture tube, in 16 models features softer, cooler light.

All sets can be adapted to UHF reception; 16 have Ultrapower tuner, a complete unit which has provision for a built-in UHF adapter, permits tuning-in of 12 VHF channels in addition to the 70 UHF with one knob.

1953 Sylvania sets are available with complete UHF-VHF Ultrapower tuner, or the UHF built-in adapter may be ordered when needed; in addition, an external adapter has been made available for tuning in all 70 UHF stations.

Models include 13 table models: six 17-in.; three 20-in., and four 21-in. 10 open consoles: two 17's; four 20's and four 21's. 7 consoles



with doors: two 17's; one 20 and four 21's. A 21-in. console combination, in mahogany or blonde.

Converter and companion corner cases for The Kensington (shown) cost extra.

Servel uncorks huge new with sensational



Living Rooms

Serves icy drinks and snacks right in the living room! Uses no more current than a 150-W lamp!

Call your Servel Distributor today!



Rumpus Rooms

Big enough to hold 42 cans of beer! 2 big ice cube trays! Handy removable snack tray!



Patios and Porches

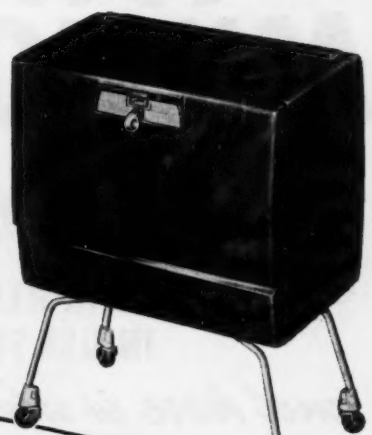
Wheels outdoors easily on ball-bearing casters! Alcohol-proof! Scratch-proof! Paint it any color!

Refrigeration Market

SERVEL "Electric Wonderbar"

PORTABLE, SILENT REFRIGERETTE STYLED AS SMART FURNITURE

It's the first new major appliance in the refrigeration field in 20 years! It's a TV refreshment center, a snack spot, a portable bar! Chills food, drinks! Freezes ice cubes! Rolls indoors or out! Does all you could ask of a refrigerette—and it's smart furniture TOO!



Just look at the tremendous untapped market for the Servel "Electric Wonderbar"! You'll sell them for every room *besides* the kitchen! And you'll do it *without trade-ins*—there are no old models to come back! *Without service problems*—the freezing system has no moving parts to wear! Cash in on this once-in-a-lifetime NEW profit opportunity! Call your Servel Distributor now!

21 National Ads in first 90 days!

Spearheaded by 2-page, full-color ad in LIFE! *Plus* full-color pages in SATURDAY EVENING POST, BETTER HOMES & GARDENS, AMERICAN HOME, HOUSE BEAUTIFUL, HOUSE AND GARDEN, SUNSET, TIME, FORTUNE! And still *more* big ads in ESQUIRE, NEW YORKER! Cash in! Tie in!

Promotion Kit Ready—See Your Distributor!

Servel

The name to watch for great advances in

REFRIGERATION and AIR CONDITIONING

Gas—Electric

Servel Inc., Evansville 20, Indiana

In Canada, Servel (Canada) Ltd., 548 King St., W. Toronto, Ont.

Bedrooms



Permanently silent! Saves countless trips upstairs to invalids' room or nursery!

Private Offices, Dens



Perfect for business hospitality! Stores doctors' perishable serums! Mahogany, blond or white!

Boats, Cottages



Portable! Only 72 pounds! Fits in customer's car! AC or DC—all standard voltages, 32 to 230!



"Mr. Dealer
Here is Important
News for
you . . .

There are over
TEN MILLION
Tecumseh
COMPRESSORS IN USE TODAY!

and here is what it means to you . . .

These 10 million Tecumseh compressors in the field, attest the acceptance Tecumseh has built in the industry. Proven dependability under all field conditions has led more and more manufacturers to incorporate the Tecumseh hermetic in their cabinets. Today two out of three manufacturers of nationally advertised household refrigerators use the Tecumseh hermetic and better than 2,000,000 units are being produced yearly. You can use these facts to prove the experience and reputation behind the compressor in the refrigerator you are selling to the customer.

The Tecumseh hermetic is exactly engineered to the particular cabinet in which it is installed. This is usually the result of many months of careful engineering tests to make sure it will give long, dependable service. Our engineers, concentrating on compressor design only, work closely with more top engineers and production men in every branch of the industry than any other manufacturer. Long experience in compressor design and production plus this daily contact with the best brains in the industry make the Tecumseh hermetic the last word in compressor design.

Further, rigid inspection is maintained at every stage of production to be certain that every Tecumseh compressor will meet the same exacting standards of quality. The shells are permanently welded together to eliminate most outside causes of trouble and generally incorporated into household refrigerators as a complete system. The soundness of this practice is proven by the small percentage of field failures. Field returns under warranty average less than 1% per year for completely sealed systems and practically none fail for mechanical reasons. This is a remarkable record considering the fact that they are sold to more than 200 different manufacturers.

Elimination of service calls under warranty saves you money and helps satisfy customers with their purchase. Take full advantage of the selling points of the Tecumseh hermetic and point out these facts when talking to your customers.

TECUMSEH CHIEFTAIN

TECUMSEH PRODUCTS
TECUMSEH, MICH. *Company*

EXPORT DEPT.: 2311 WOODWARD AVE., DETROIT, MICH.

NEW PRODUCTS . . TV and RADIO



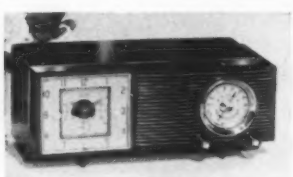
MAGNAVOX TV Set

Magnavox Co., Ft. Wayne 4, Ind.

Model: Magnavox International Modern, No. LD-107.

Selling Features: Combines a 27-in. picture screen in a 33-in. wide cabinet; mounted on a new type wrought iron functional base which serves as an accoustical baffle in directing sound upward; screen slanted downward to eliminate light reflections; a built-in optically-filtered screen; oak cabinet; also available in mahogany; both cabinets also available with matching wood legs.

A companion piece to the International Modern is the optional radio-phono placed on top, and designed for operation in conjunction with the TV, providing a complete home entertainment center.



PHILCO 1953 Radios

Philco Corp., Philadelphia, Pa.

Models: 50 new radios in 1953 line include table, clock, portable and table phono models available in 12 decorator colors.

Selling Features: Bigger illuminated dials, larger speakers, that have been "sound engineered"; deeper basses and truer trebles; a tube-saver resistor said to assure longer life to every tube and a completely new high-sensitivity chassis are included in all models.

Philco Multiwave radio, found in some models of table, portable and clock, have a new easy-to-tune Special Service band that includes emergency police calls, fishing fleet hunts, ship SOS, aircraft landings, CDA emergency flashes.

Clock-radio model 702 (illustrated) has a buzzer alarm, timed appliance outlet; a.c. superhet with tube saver; Special Service band; beam power Pentode audio system; 4-tubes plus rectifiers; clock with edgelight dial.

3-way portable model 658, has custom-crafted luggage style case with Suntan cowhide finish; birch louvered grille; Special Services band; Multiwave; Magnecor built-in aerial, 5 tubes plus rectifier; plays a.c., d.c. or self-contained battery.



MITCHELL TV Sets

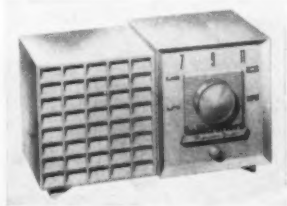
Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago 14, Ill.

Models: 2 new consoles: T-172M and T-212M or B.

Selling Features: Both models can be adapted for UHF; each incorporates circuit with Mitchell Synchro-Hold feature for picture stability; age, coupled with new inter-carrier FM sound circuit; built-in Magna Tenna and a special fringe area switch; large Alnico PM dynamic speaker; tilted glass shielding to reduce picture tube glare; all-channel selector automatically synchronizes sound and picture.

T-172M, 17-in. model, has 20 tubes including picture tube and rectifier.

T-212M (mahogany) and B (blond) has 26 tubes including 21-in. picture tube and rectifier.



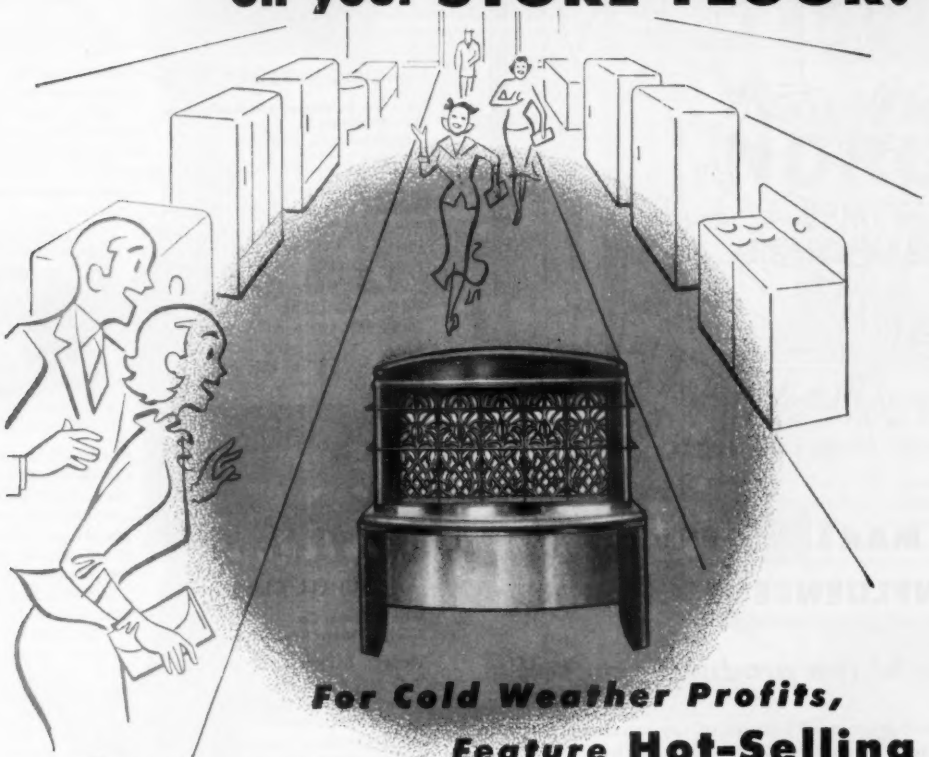
HALLICRAFTERS Radio

The Hallicrafters Co., 4401 W. 5th Ave., Chicago 24, Ill.

Model: Atom radio No. AT-1.

Selling Features: Has 4 tubes including rectifier; operates on 117 volt a.c.-d.c.; standard AM reception from 535-1620 kc; size: 9x5⅛x4⅞ in.; available in white, green or brown.

The HOT SPOT on your STORE FLOOR!



***For Cold Weather Profits, Feature* Hot-Selling**

Hearth Glo GAS ROOM HEATERS



Hearth Flo
CIRCULATOR
for areas where vented heaters are required

One look and they're practically sold! Why? Because Hearth-Glo *stands out* as this season's top heater value. Let 'em see its sturdy construction, clean lines, fool-proof, economical performance. It's the fastest way to turn a shopper into a customer!

If you're sold out already, re-order from your wholesaler now!

Sold only through authorized hardware wholesalers

JACKES-EVANS MFG. CO. • St. Louis 15, Missouri

makers of famous **"ST. LOUIS BLUE"** ***Tempered Steel*** **STOVE PIPE**



HOW TO MAKE *more* FRIENDS AND INFLUENCE *more* PEOPLE

in favor of the products you sell

One of the most prominent features of any product is its finish. That's why it can be an important sales tool. A quality finish is a merchandising asset that makes a big difference in product sales appeal and customer acceptance.

Progressive manufacturers realize this. And, more and more, they realize that the best way to emphasize the quality of the finish is to *identify it* with tags or seals bearing the Sherwin-Williams trademark. No other symbol in the world says "This is a quality finish" to so many people, so quickly, so emphatically.

You can make it work for you. Look for it on the products you sell. Point out the "White-for-life" whiteness, the mar-resistance, washability, grease and acid resistance of Sherwin-Williams appliance finishes. Or the tough, light-resisting Sherwin-Williams TV and radio finishes with extreme resistance to cold checking caused by temperature variations. It may often be the *added* "sales plus" you need to clinch a sale. The Sherwin-Williams Co., Industrial Division, Cleveland 1, Ohio.



SHERWIN-WILLIAMS
INDUSTRIAL FINISHES

NEW PRODUCTS . . TV and RADIO



PACIFIC-MERCURY TV Set

Mercury Television and Radio Corp., 861 N. Spring St., Los Angeles 12, Calif.

Model: A new Pacific-Mercury console combination No. 2192.
Selling Features: Open faced, 21-in. console, features 3-speed record changer, AM radio and Mercury's Fringe-O-Matic chassis; easy-slide concealed casters and simplified tuning; adaptable to UHF; employs the latest RCA metal shell picture tubes; available in walnut, mahogany and blonde oak.



MITCHELL Clock-Radio

Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago 14, Ill.

Model: Mitchell "Tone Alarm" clock-radio No. 1263.
Selling Features: A Telechron clock movement automatically turns radio on to awaken owner with soft music; automatic buzzer sounds later for extra sound sleepers; clock has large sweep second hand and oversized clear numerals; a convenience outlet for starting morning coffee or other appliances also included.

Radio has full AM band, "Air Magnet" built-in antenna; easy-tuning dial and volume control on side of set; No. 1263 has mahogany plastic cabinet. No. 1264 ivory.

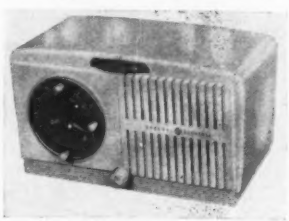


G-E Clock-Radios

General Electric Co., Electronics Park, Syracuse, N. Y.

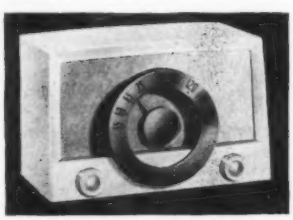
Models: 9 new G-E clock-radios.
Selling Features: Deluxe models 551 and 552 feature a new audio-magic switch and phono—a control knob on front of receiver eliminates need for manually operating phono switch in rear of set; regulates volume for radio and records. New type Telechron clock—the alarm is set in conventional manner with an alarm hand indicating setting opposite clock numerals rather than the hour wheel; luminous hands and hour markings. No. 551, mottled mahogany plastic, No. 552 pearl gray plastic cabinet; both models have 6-tube chassis.

Nos. 546, 547, 548 and 549 similar to deluxe model in design; have 5-tube chassis, large dynapower speaker, built-in beamascope antenna, slide rule dial, switch, buzzer, and radio alarm control. No. 546, mottled mahogany plastic; No. 547, ivory; 548, Persian ed; No. 549 white; all have luminous tipped hands, hour markings.



Nos. 542 and 543, 5-tube "wake-up-to-music" models include slumber switch and buzzer; clock face at left has luminous hands and markings; vertical louvers at left from speaker grill; drum type tuning dial at top center of cabinet; No. 542, mahogany mottled plastic. No. 543, ivory plastic.

No. 514 has a light-colored mahogany plastic cabinet; gold-colored Roman numerals on clock face; horizontal louvers form speaker grille; drum-type station selector; 5-tube chassis features a built-in Beamascope antenna with "wake-up-to-music" feature and buzzer.



MITCHELL Table Radios

Mitchell Mfg. Co., 2525 Clybourn Ave., Chicago 14, Ill.

Models: Nocturne and Madrigal a.c.-d.c. table radios.
Selling Features: Nocturne, 5-tube a.c.-d.c. has "Air Magnet" built-in loop antenna; Alnico PM dynamic speaker; full-vision dial. Nocturne No. 1252, mahogany plastic case; No. 1255, ivory.

Madrigal, 6-tube a.c.-d.c. superhet; built-in "Air Magnet" loop; Magna Vision dial; automatic volume control; Alnico PM dynamic speaker. No. 1254, mahogany plastic cabinet. 1255, ivory.

PROOF THAT NORGE KNOWS WHAT DEALERS NEED!

JOSEPH H. ROSENBERG, H. Rosenberg & Bros. New Orleans, Louisiana

Says: "The new Norge Upright Freezer looks terrific. It has plenty of eye appeal and its space saving advantage is the perfect answer for the small home or apartment."

JOHN MACCI, Appliance Sales & Service Co., Norwood, Massachusetts

says: "In my opinion the new Norge Upright Freezer will be the fastest selling freezer on the market. Congratulations! We can crack the city freezer market where space is at a premium."

GEORGE W. BLAIR, Eastern-Columbia, Los Angeles, California

Says: "The new Norge Upright Freezer is what the freezer market needs to give customers the correct amount of storage in a minimum of floor space. It will be a big seller."



THE NEW NORGE UPRIGHT HOME FREEZER



WITH *Jet-Freeze* SHELVES

HANDY AS A PANTRY—HOLDS 400 LBS.

New open design Jet-Freeze Shelves provide circulating, penetrating cold that adjusts to 52° below freezing. Ample freezing area at uniform temperatures from top to bottom. Scientifically planned for pantry-handy convenience.

The product is right...
The sales tools are right too!

★ **COMPLETE MERCHANDISING PACKAGE**

Dealer Promotion Kit plus Home Demonstration Kit for outside salesmen . . . tested, ready-to-use-materials with a real sales-punch!

★ **FULL NATIONAL AD COVERAGE**

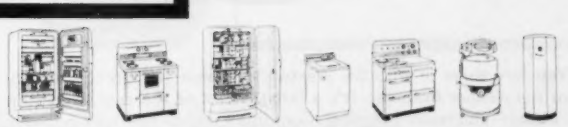
Dramatic ads in Life, Good Housekeeping, McCall's, Better Homes and Gardens, Farm Journal, Sunset . . . magazines read by *your* best prospects!

HOWARD SHARPE, Smith & Brooks Hammond, Indiana

says: "Norge has really wrapped it up this time! The new Upright Freezer is just what we needed to pep up sales. It's designed and priced right for small home owners or renters."

Don't wait! Line up with the Leader. Call your NORGE distributor today!

NORGE



DIVISION OF BORG-WARNER
MERCHANDISE MART • CHICAGO 54 • ILLINOIS

Get on the G-E Bandwagon! Get your



Get In On The Highest-Powered Customer-Getting Program In The Cleaner Business!

It's a program especially designed to make it easy for you to sell the finest, most modern vacuum cleaner—to the two types of customers you have—*in-store* customers and *in-home* customers.

You've the best cleaner on the market—the one that's going to get you your share of the $270,000,000 vacuum cleaner business. Just check these extra customer-appeal sales features:

★ **"Reach-easy" Cleaning**—thanks to G.E.'s amazing new swivel-top, the cleaner is placed in the center of the average room and every inch of space can be cleaned with ease without once moving the cleaner!

★ **No "Drop Off" in Suction**—special engineering by G.E. prevents dirt from clogging suction-head—so (unlike many cleaners) G-E pick-up power stays strong and steady from empty to full!

★ **No Dust Bag or Can to Empty**—hands never touch dirt. It is collected in giant "Throw-Away" bag that needs replacing only a few times a year in the average household!

★ **Plus** gentle, quiet exhaust! PLUS effortless "Step-on" control! PLUS TV-Radio Static Suppressor!

PLUS CUSTOMERS! G.E. is creating the biggest demand for any vacuum in the market by pre-selling your customers on the swivel-top through full-color spreads and pages in LIFE and GOOD HOUSEKEEPING—through personal high-powered in-home demonstrations on the G-E television show!

Now here's G. E.'s 1-2-3 power-packed, sales-clinching program that will turn your pre-sold prospects into order-book customers!

1 HOW TO GET CUSTOMERS INTO THE STORE



You lure them in with the greatest customer bait in the history of the cleaner business! It's a MINIATURE of the new swivel-top cleaner—and really practical! Contains a unique new spot-remover stick. You give it away to each customer who comes in and asks for a demonstration—and, brother, there'll be plenty of them! They'll see it in LIFE and GOOD HOUSEKEEPING and on the G-E television show.



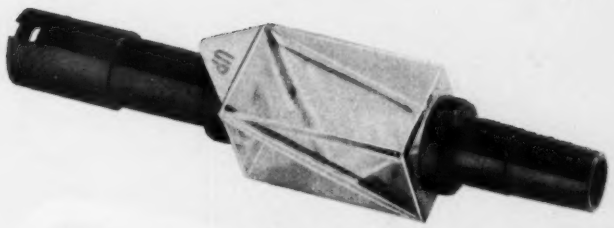
You stop them on the sidewalk—and bring them in!—with this new window-display! Lights, action, color tell passers-by at a glance the wonderful General Electric "Reach-easy" cleaning story! This electrically animated display demonstrates the exclusive "Swivel-top" in the same colorful room scene used in LIFE and GOOD HOUSEKEEPING ads. Stops 'em cold—so you've got 'em sold!

share of 270,000,000 bucks!

2 HOW TO SELL CUSTOMERS IN THE STORE!



You sell them "Reach-easy" cleaning from the new demonstration merchandiser! All new—and ready to work for you. Easiest-to-use floor demonstration fixture ever made! Swinging girl attracts attention. Silhouettes in background flash on and off to show "Reach-easy" cleaning. No fuss—no bother. All you do is turn the cleaner on to demonstrate! Sturdy construction with convenient caddy shelf. Gives you a permanent, neat vacuum cleaner department in only 4 square feet!

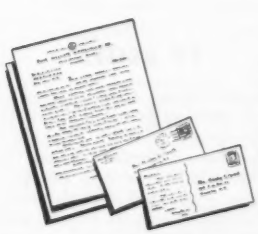


You show them cleaning ability with the new dirt Vizu-o-lizer. Clear plastic lets customers watch suction in action! Fits locking or non-locking attachments. Has special adapters, 100 fibre filters and complete set of directions. A real visual demonstration of the amazing cleaning power of the new G-E AVC-815 Cleaner!



You sell them features with the new feature spots! Here's a terrific way to give your customers a feature-by-feature story of the new 815 Cleaner. You spot eight features from the swivel-top to the "Step-on" control by placing feature stickers right on the cleaner! Tells you what to talk about. Lets your customer *see* as well as *hear* about each feature. So you *sell* the important advantages and clinch the sale without wasted effort!

3 HOW TO SELL IN-HOME CUSTOMERS!

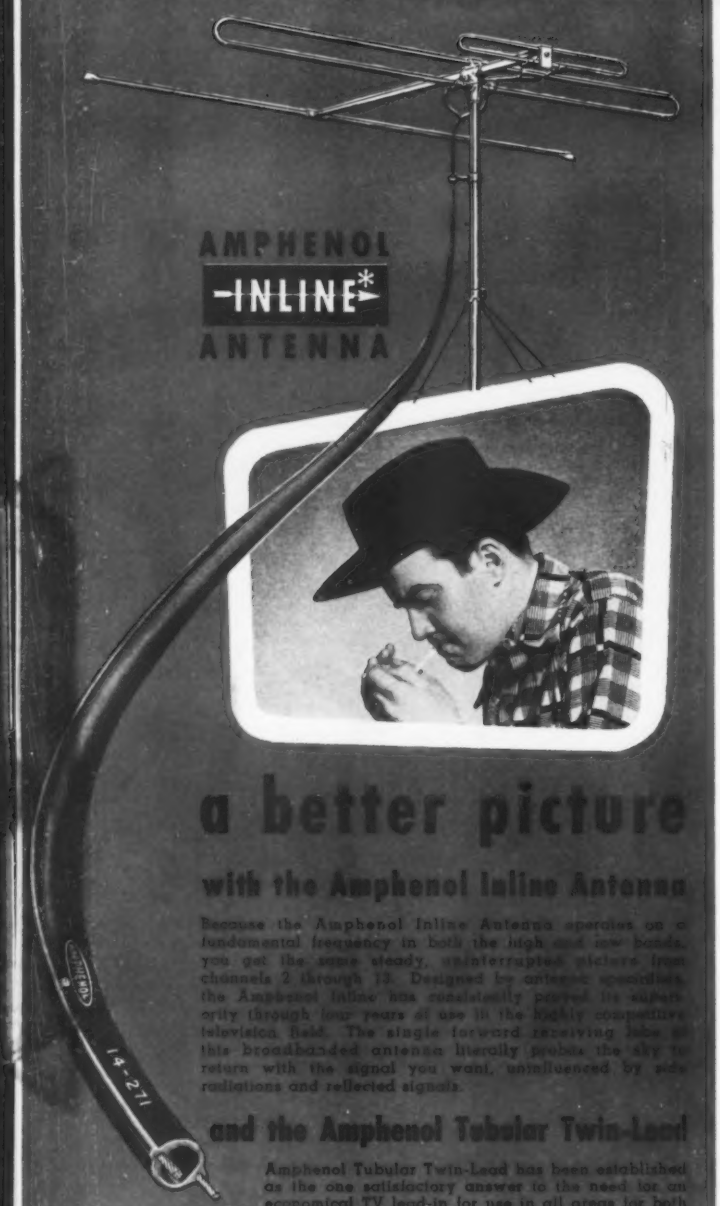


Here's a novel way for you to get cleaners out into homes—where they'll stay sold! Use G.E.'s direct-mail campaign, offering selected customers a half-gallon of the famous Glamorene rug cleaner as a reward for trying a G-E Cleaner in their home. Builds up a sales volume for you with a minimum of effort! Customer tries vacuum cleaner for 10 days—she likes it—keeps it!



Get on the G-E Bandwagon now! Use these merchandising tools and get your rightful share of this big and profitable chunk of the appliance market—as the cleaner business goes back where it belongs—in your store! General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

GENERAL ELECTRIC



a better picture

with the Amphenol Inline Antenna

Because the Amphenol Inline Antenna operates on a fundamental frequency in both the high and low bands, you get the same steady, uninterrupted picture from channels 2 through 13. Designed by antenna specialists, the Amphenol Inline has consistently proved its superiority through four years of use in the highly competitive television field. The single forward receiving lobe of this broadbanded antenna literally probes the sky to return with the signal you want, unaffected by side radiations and reflected signals.

and the Amphenol Tubular Twin-Lead

Amphenol Tubular Twin-Lead has been established as the one satisfactory answer to the need for an economical TV lead-in for use in all areas for both VHF and the new UHF television. The tubular construction, utilizing air as the dielectric between the conductors, prevents moisture and dirt from reaching the maximum energy field. Because of its low-loss and constant impedance, unaffected by adverse weather, surface dirt or age, Amphenol 14-271 Tubular Twin-Lead has been recommended by leading authorities for UHF TV reception. Installing 14-271 Tubular Twin-Lead now, prepares you for the advent of UHF in your area.

This book contains . . .

a complete, yet condensed evaluation of the various types of antennas on the market today, graphs and illustrations clarifying their various characteristics, and information on the use of rotators, lightning arrestors, etc. Obtain your free copy from your Authorized Amphenol Distributor.



AMPHENOL

AMERICAN PHENOLIC CORPORATION
1830 SOUTH 54TH AVENUE • CHICAGO 50, ILLINOIS

NEW PRODUCTS . . . Radio-Phonos



PHILCO "Worldwave" Radio

Philco Corp., Philadelphia, Pa.

Model: Philco 60 Worldwave model No. 960.

Selling Features: Has 7-watts output; 9 tuning bands; receives all 6 continents and the 7 seas; solid mahogany cabinet; plug-in for record player or changer; 10-in. magnetic speaker; a.c. superhet; tuned RF stage and 3-gang condenser; telescopic aerial for shortwave reception.



V-M Portable Phono

V-M Corp., Benton Harbor, Mich.

Model: V-M 3-speed portable phono No. 110.

Selling Features: Plays records of all 3 speeds and sizes, features waterproof, scuff resistant carrying case covered in maroon and gray leatherette; weighs 7½ lbs.



B & R Phono

B & R Electronics,
363 Greenwich St., N. Y.

Device: Portable 3-speed phono with microphone.

Selling Features: Plays all type recordings, and is a public address system, an intercom unit and an "electronic baby sitter." Included with unit is a powerful microphone and 25 ft. covered cable, which permits placement of outside separate Alnico V speaker in another room; suitable for indoor and outdoor use for home, office, factory; 3-tube high gain self-contained amplifier for p. a. system; an outside, separate speaker offers additional power; plays 7, 10 and 12 in. records in all 3 speeds; microphone may also be used without recording motor—can pick up radio shows, and re-broadcast or amplify them to another room, yard etc.



WEBCOR Phonos

Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.

Models: 3 new models have been added to Webcor "Fonograf" line: Nos. 136, 135 and 129.

Selling Features: Webcor 126 "Midge" weighs 8½ lbs., is 12x6x9 in. in size; plays all 3 speeds; all-speed needle and cartridge; beam-power output stage amplifier with selenium rectifier, 4 in. PM speaker; other features include a shaded-pole, constant-speed, 3-speed motor and an extra-heavy turntable with thick electro-static flocking. Available in forest green and cream, burgundy and cream and tan and cream cases.

No. 135, newly designed manual-play unit.

No. 129, "Authentic" has Webcor "106" Diskchanger which plays automatically 3 record sizes at 3 speeds; new muting switch automatically silences unit during record change; special tuner jack for quick hook-up to an outside tuner; mahogany or fruitwood finish.

TV BRIEFS

Channel Master Corp., Ellenville, N. Y., announces a new 2-channel Yagi antenna Z-Match Dual, No. 645. Covers channels 4 and 5; provides 100% match to 300 ohm line in single and stacked arrays; new element, reflector lengths, and a single bay, gives over 8 db gain on each channel; 4-stack models furnish gain of over 14 db on each channel; center bars are used as stacking bars when stacked, reducing impedance of each 300 ohm antenna. Has front-to-back ratio of over 20 db.

Hotpoint

Has PACED the GREAT TRANSITION in the Appliance Industry!

OPPORTUNITY UNLIMITED...



This chart shows you the rate of market saturation for each individual appliance. Today's low-saturation appliances offer you your greatest sales potential. In the not too distant future the low-saturation appliances will be in as great demand as today's refrigerator.

LEADERSHIP in the Promotion of Low-Saturation Appliances!

Today's modern homemakers are demanding all-electric living. No longer are they satisfied with the ownership of just one or two electric appliances. Their sights are set on complete all-electric kitchens and home laundries. Hotpoint's aggressive promotion of all the ingredients of the all-electric kitchen and laundry has paced this great transition and has established upsurging markets for the full and complete Hotpoint line. All-electric living has arrived!

Hotpoint has predicated its postwar expansion program on the newer appliances—appliances which hold a great future—a future with virtually unlimited marketing potentials. Electric ranges, automatic dishwashers, automatic clothes washers and dryers, electric water heaters, freezers, and food-waste disposals are all moving into the acceptance stage. The future of any successful appliance dealership lies in the active promotion of these low-saturation appliances.

The future belongs to those who prepare for it. Hotpoint has paved the way for every American home to enjoy the benefits of electrical living. Hotpoint dealers are in a position to cash in on this upsurging trend. Have a talk with your Hotpoint distributor and prepare for greater profits today and tomorrow with Hotpoint's Full-Line Franchise.

Hotpoint ...*The Foremost Franchise in the Industry!*

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

HOTPOINT Co. *(A Division of General Electric Company)* ***5600 West Taylor Street, Chicago 44, Illinois***

First again in Quality, Performance and Dollar Value

Westinghouse television

WITH THE *Electronic Clarifier*

"Plug-In" UHF...Single Dial Tuning

Westinghouse provides these three famous and EXCLUSIVE improvements as standard equipment on all models, regardless of price or picture size.



The Dover
17-inch Picture
Model 681T17



The Huntley
17-inch Picture
Model 704T17



The Drake*
17-inch Picture
Model 700T17



The Marlow
17-inch Picture
Model 667T17



The Dryden
20-inch Picture
Model 708T20



The Prescott
20-inch Picture
Model 724T20



The Clayton
20-inch Picture
Model 725T20

YOU CAN BE SURE...IF IT'S

Westinghouse

WESTINGHOUSE ELECTRIC CORP. · TELEVISION-RADIO DIVISION · SUNBURY, PA.

SEE YOUR

WESTINGHOUSE DISTRIBUTOR

for handsomely styled Consoles and Table Models with 17" to 24" pictures

Brilliant New Combinations with 21" Television, 3-Way Record Player, AM and FM radio.



The Winslow
17-inch Picture
Model 678K17



The Whitney*
17-inch Picture
Model 702K17



The Barrington
20-inch Picture
Model 718K20



The Westfield
21-inch Picture
Model 710T21



The Markley
21-inch Picture
Model 695K21



The Welburn*
21-inch Picture
Model 714K21



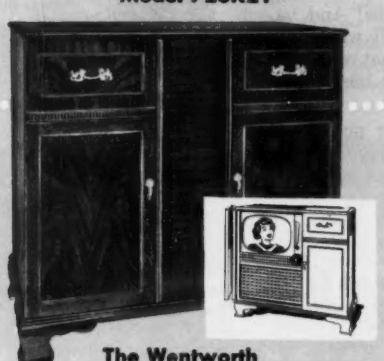
The Whitmore*
21-inch Picture
Model 720K21



The Salem
21-inch Picture
Model 722K21



The Madison
24-inch Picture
Model 688K24



The Wentworth
5-way Combination
21-inch Picture
Model 730C21



The Warfield*
5-way Combination
21-inch Picture
Model 732C21

*Also available in frosted oak.

Tune in on history! Only Westinghouse brings you complete coverage of political campaign over CBS television and radio.



Here's how LYON features compare with those of 7 best known competitors

	LYON	Make A	Make B	Make C	Make D	Make E	Make F	Make G
Roller Mounted Drawers	YES	NO	NO	YES	NO	YES	NO	YES
Rounded Corners	YES	NO	YES	NO	NO	NO	NO	NO
Adjustable Shelves	YES	NO	NO	YES	YES	YES	NO	YES
Platter Grooves	YES	NO	NO	NO	NO	NO	NO	NO
Top-O-Matic Handle	YES	NO	NO	NO	NO	NO	NO	NO
Rust-proof, Zinc-coated Steel used	YES	NO	NO	NO	NO	NO	NO	NO
Revolving Corner Base	YES	YES	YES	YES	YES	YES	NO	NO

● How well you know it—features sell kitchens! And the comparison chart shown above tells you exactly where you'll find the features which close sales. Notice that while some lines have *some* of the features, only Lyon has *all* of them.

Remember, too, that Lyon's direct-to-the-dealer policy means a bigger profit margin on every sale you make.

Why not let us give you the complete profit story behind the Lyon dealer franchise. If a dealership is open in your territory, we really have something to talk about. Write us at Aurora.

LYON METAL PRODUCTS, INCORPORATED

General Offices: 921 Monroe Avenue, Aurora, Illinois

Factories: AURORA, ILLINOIS • YORK, PENNSYLVANIA

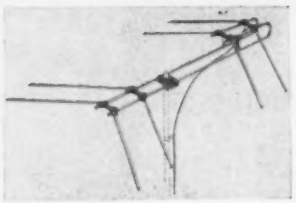
Sold Nationally through Direct Factory Dealers

A PARTIAL LIST OF LYON STANDARD PRODUCTS

• Shelving • Kitchen Cabinets • Tool Boxes • Toolroom Equipment • Revolving Bins • Work Benches • Tool Stands
• Lockers • Cabinet Benches • Economy • New Freedom Kitchens • Wood Working Benches • Bench Drawers • Hopper Bins
• Stools • Storage Cabinets • Locker Racks • Service Carts • Shop Boxes
• Bin Units • Drawing Tables • Parts Cases • Display Equipment • Hanging Cabinets • Sorting Files • Tool Trays
• Bar Racks • Tool Totes • Filing Cabinets • Flat Drawer Files • Folding Chairs • Drawer Units • Shop Desks

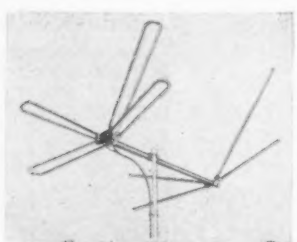
NEW PRODUCTS

TV BRIEFS

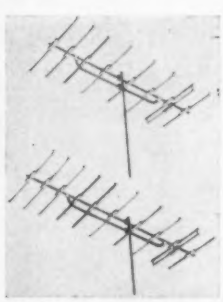


Ward Products Corp., Cleveland, O., announces several new items: "Trombone", a new TV antenna for use on VHF and UHF. Lightweight, pre-assembled, all-aluminum, with gains up to 10 db for single bay models on VHF, and to 13 db for 2-bay models, plus higher gains on UHF, making it suitable for fringe area application. For local areas a U-Vee combination VHF-UHF is also available.

Zip-Hi, a Telescopic mast designed for installing high masts in fringe areas; 16-gauge Permatube; double guying arrangement prevents collapse during erection; guy rings rest on sharp edges to prevent binding and to insure easy mast rotation. Comes in 2, 3, 4, and 5 section models complete with guy rings and hardware.

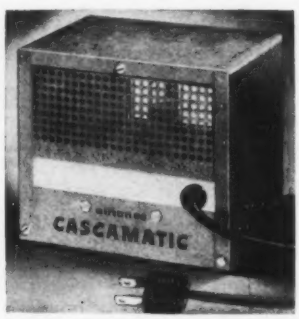


Lucky 4, Ward Signaline conical antenna, has cross-folded dipoles which eliminates nearly 50 percent strain on Bakelite insulator and provides impedance match and higher gain.

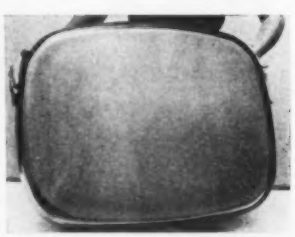


Multi-Element TV yagis developed by RMS Radio Merchandise Sales Inc., 2016 Bronxdale Ave., N.Y.C., feature steel bracket with low band which runs horizontally below crossarm. Crossarm and brace have their own U-bolt attachments when assembled to mast provide rigidity necessary to keep antenna free from rocking and swaying; 3-element and 10-element models have good increase in gain and a narrowing of forward directional pattern.

JFD announces "Sky Scraper Specials":—4 new Zoom Up antenna mast combinations designed for 4-bay installations. Packaged in 14, 24, 34, and 44 ft length; designed to provide single unit mast length where ordinary 10-ft. mast sections fall short for 4-bay arrays; heavy-gauge steel, plated with zinc.



Alliance Cascamatic, automatic TV booster, has been added to Alliance Tenna-Rotor line, made by Alliance Mfg. Co., Alliance, O. Features "California circuit", mounts on back of TV receiver, hidden from view; easy to install; turns on and off with set; pre-tuned to all channels; contains 3 tubes.



Sylvania has developed a new 27-in. rectangular all-glass TV picture tube; has neutral density gray-filter face plate to provide for glare reduction; magnetically focused and deflected tube for use with ion tray; supplied without an external conductive coating. By using a deflection angle of 90 degs., the overall length of new tube is 22½-in. less than the length of the smaller 21-in. tube, and provides about 400 sq. in. picture area.

RMS announces 4 new TV installation accessories: A thermal switch, TH-SW, that permits automatic operation of lamps, rotor, booster and similar devices through operation of TV receiver.

A 4-channel switch, 4CS, will switch 4 antennas into one receiver or will operate one of the 4 receivers from a single antenna.

A 2-set coupler, permits operation of 2 sets from a single antenna; distributes signal equally to both

Sales of WEBSTER ELECTRIC'S "Big 3" are up

...Start your all-out Fall push now!



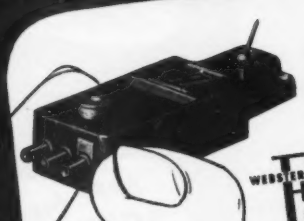
WEBSTER ELECTRIC
Teletalk®
COMMUNICATION SYSTEMS

There are plenty of prospects for Teletalk, the pioneer intercommunication system—right in your own front yard. Everywhere you look there's a need for time-saving, money-saving Teletalk—in stores, offices, factories, schools and homes. Sales are easy, too, when you point out the striking new styling and many performance pluses of Teletalk. It's the universally acknowledged leader—the world's finest!

Yes!—sales are *good* everywhere for Webster Electric's three recognized leaders: TELETALK intercommunication systems, EKOTAPE recorders and FEATHERIDE crystal cartridges for record-players and phono-combinations. Take advantage of the rising market in your area by pushing the "Big 3" for all they are worth to *you* . . . get your slice of the juiciest "profit pie" we've ever cut up!

Webster Electric's 43 years of engineering skill, *plus* the most talked-about advertising campaign in our history, are behind these year-round favorites.

You'll find it surprisingly easy to boost your sales and profits during the big Fall selling season just ahead . . . Fill out and send in the coupon right away!



WEBSTER ELECTRIC
Featheride®
CARTRIDGES AND PICKUPS

Here's a good deal for dealers who have a radio-phonograph service department: you need *only two* Featheride Cartridge models to handle nearly every replacement job—the WS for 78 RPM machines, and the AX for 3-speed changers and combinations. Big inventories and replacement charts are not needed!



WEBSTER ELECTRIC
Ekotape®
TAPE RECORDERS

You'll *want* your customers to compare Ekotape with other tape recorders. Only then will they know how far ahead of competition this improved unit really is. Ekotape "has the jump" in appearance, tone quality and up-to-date features—*including its unique central speed-and-direction control which makes Ekotape undeniably the simplest of all tape recorders to operate.* Best of all—Ekotape is priced right to make sure you get your share of the profits in this big market.

WEBSTER ELECTRIC COMPANY, Dept. EM9, Racine, Wisconsin
Tell me how I can increase my 1952 sales and profits with—
☐ Teletalk Intercommunication Systems
☐ Ekotape Recorders
☐ Featheride Replacement Cartridges

Name _____ Position _____
Firm name _____
Street address _____
City _____ State _____

Webster Electric Co., Racine, Wis. . . Established 1909

WEBSTER ELECTRIC

RACINE • WISCONSIN

"Where Quality is a Responsibility and Fair Dealing an Obligation"

Great New Selling Feature for Bendix Dealers:

BENDIX TUMBLE-ACTION PROVED SAFE FOR NEW



THE "PERFECT PAIR"

Safe for WASHING! • Safe for DRYING!

Here's the instant solution to every washday problem —all wrapped up in the handsomest design the industry has ever known. When you sell a Bendix Tumble-Action Washer for safety in *washing*, don't forget to sell the Dryer for safety in *drying!*

The "Miracle Fabric" Tags Say "WASH BY HAND"



But BENDIX Tumble-Action Method is SAFE ...Proved Safe Automatically!

ONLY AUTOMATIC METHOD "WASH-BY-HAND" FABRICS!

It's the Miracle of the "Miracles"! . . . A Wonderful New Sales Feature for You Based on Bendix Patented Tumble-Action Efficiency. Your Customers Will Thank You For Years To Come For Selling Them a Bendix Instead of "Half a Washer"!

HERE'S PROOF OF THIS AMAZING DIFFERENCE!

When the fabric tag says "*Caution*" . . . that means "*Full Speed Ahead*" for Bendix Dealers and for Bendix Tumble-Action sales!

Because Bendix patented Tumble-Action with Magic Heater gives you the *only* automatic method which *safely washes* the new miracle fabrics. And those fabrics are fast-becoming *half* of today's washday load. That's why we say a rough action automatic washer is only "half a washer" . . . why only Tumble-Action gives the modern housewife a *whole* washer—one she can use for every washing task.

This is one of the truly great sales advantages of all time in automatic washer promotion—and you'll want to play it for all it's worth and for years to come.

In turn, Bendix is telling the sales story to America's millions in magazines, over TV coast-to-coast network, and with all-out promotion all along the line. So, grab yourself a selling miracle . . . and hang on!



Spreads and pages like these are only a small part of the huge drive Bendix is putting behind the great new fabric-safety story. You'll see it in all kinds of magazines, on "The Name's The Same" over network TV. The start is just a month away . . . better get set *now!*



Photographs tell the story. The dainty Orlon blouse above was washed 21 times by hand without damage.



This shows the identical blouse after being washed 21 times in a Bendix Tumble-Action Washer. An expert couldn't tell the difference from the hand-washed garment.



This picture shows what happened to a third identical blouse after being washed automatically the same 21 times in a well-known automatic washer. Fabric manufacturers, knowing of the damage that "rough action" automatic washers cause . . . urged caution . . . wash-by-hand, until Bendix proved it had the answer.

BENDIX HOME APPLIANCES DIVISION AVCO MANUFACTURING CORP., SOUTH BEND, INDIANA



"Tell me again!"

Sometimes it's fun to learn things. Put yourself in the customer's place. He wants to list the plus-values of your merchandise and then compare the count with your competitor's. If you can give him this information confidently and interestingly, you will send the old sales curve upward.

For example, not everyone knows about the *Porcelain Enamel* finish on the products you sell, so have your story ready. Here are four of the most commonly-asked questions — and the correct answers:

Q. Is Porcelain Enamel a baked-on paint finish?

A. No. It is made of rock-like minerals and is permanently bonded to the base metal at high temperature (1550 F). At this point the molten Porcelain Enamel actually fuses on the red-hot special enameling iron.

Q. Is Porcelain Enamel heat-proof?

A. Since it won't melt under 1000 F, Porcelain Enamel will withstand any temperature it is likely to encounter in home service. Hot pans or forgotten cigarettes can't harm its hard glossy surface.

Q. Are special precautions required for cleaning?

A. No. Porcelain Enamel is not rubbed away by non-abrasive kitchen cleansers to remove grease or stains. It is one of the easiest of all surfaces to keep clean. There are no tiny pores to collect dirt or moisture.

Q. Will it stain or discolor?

A. Most Porcelain Enamel today is acid-resisting, and is not affected by fruit juices, alcohol, and common chemicals that often stain or destroy other types of finishes.

Remember these selling points for Porcelain Enamel on Armco Enameling Iron. Your customers will have greater confidence when they know that parts of the new appliances or housewares they buy are made of the "World's Standard Enameling Iron"—nationally advertised for 37 years.

ARMCO STEEL CORPORATION

4102 Curtis Street, Middletown, Ohio. Plants and Sales Offices from Coast to Coast. Export: The Armco International Corporation

ARMCO

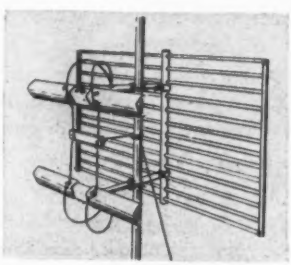
NEW PRODUCTS . . . TV Briefs

receivers, and there is no limitation of length of lines between coupler and either set.

A local-distance switch to eliminate overload causes a buzz in sound or darkening of picture. Switch LDS is inserted into antenna circuit, when overload occurs switch is moved to local position, reducing gain of receiver and eliminating overload.



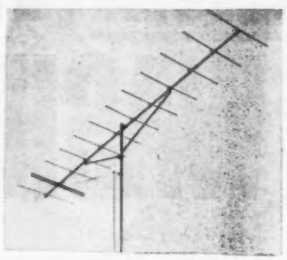
A new Audio Input System No. 410 (equalizer-preamplifier) by Pickering & Co., Inc., Oceanside, L.I.N.Y., has 3 input channels, 2 for high level audio signals, one for magnetic type picks. The pickup channel provides 40 db gain at 1000 cycles and 6 db octave of bass boost below the low frequency turnover. Self-powered, operates from 115 volts a.c.; 3 a.c. outlets on rear of chassis controlled by a.c. switch on panel, permitting unit to be used as a master power control for other components of system.



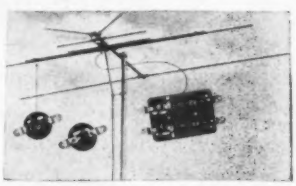
Davis Supervision TV antenna is now provided with electronic dipole separators. Size: 8-ft. wide, 6-ft., 2-in. high, and 4-ft. deep. Made by Davis Electronics, 4313 W. Magnolia Blvd., Burbank, Calif.



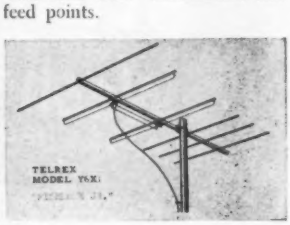
Jetenna Conical TV antennae comes completely pre-assembled with new type dipole head molded of shatterproof black Tenite plastic; operates on "umbrella action" principle-aluminum reflector elements riding in special channels in dipole head fan into exact position and are tightened by T-bolt at either side of dipole bracket. For 2-bay and 4-bay installations assemblies of this basic design are used with jumper bars.



VEE-DX is in production on a new "Long Long John 12-element single channel yagi" according to The La Pointe Plascomold Corp., Rockville, Conn. High and low channel models feature rigidized construction, V shaped boom braces and reinforced element stampings. Pre-assembled construction, 6 mc band width and high front-to-back ratio.



A Combination VHF-UHF Antenna, called VEE-D-Ultra Q-TEE, has also been released by La Pointe-Plascomold. Covering entire TV spectrum from VHF channel 2 to UHF channel 83, it may be installed now ready for UHF stations as they come on air. Designed for all areas from primary to fringe. Can be installed singly, 2-stacked, or 4-stacked; can be used to replace present equipment or for new installations; employs printed circuits for separating various segments of TV range. VHF portion is similar to VEE-D-Q-TEE; a 6-circuit filter is employed for addition of UHF portion between common and VHF and UHF transmission line feed points.



A new 6-element twin-driven "Fishbone Jr." announced by Telrex Inc., Asbury Park, N. J., features 3 directors spaced at 1/10 wavelength, 2 impedance dipoles driven 90 degs. out of phase and full electrical quarter-wave spaced with .15 wavelength spaced parasitic reflector. High forward gain and front-to-back ratio.

The sets that set the pace for the industry...



Sheraton, 21-inch console in lustrous hand-rubbed Honduras mahogany painstakingly matched. $549.95. Same model, VHF only, $499.95.

Fairmount, open face 21-inch console in mahogany, $399.95. In blonde, **The Claridge**, $419.95. Same models, VHF only, $359.95 and $379.95.

Williamsburg, 21-inch Early American in genuine rock maple and **The Normandie** in French Provincial cherry, $549.95. Same models, VHF only, $499.95.

Sheraton, 21-inch console in lustrous hand-rubbed Honduras mahogany painstakingly matched. $549.95. Same model, VHF only, $499.95.

Sheraton, 21-inch modern console with attractive recessed grille. In blonde limed oak, $469.95; VHF only, $419.95.

Arvin

All-Channel Super 28



FIRST . . . with built-in all-channel tuning!

12 VHF channels—70 UHF channels at the turn of a single knob!

- **First TV engineered and produced to give one-knob control of all stations within range, in any location, now or in the future.**
- **28 tubes including rectifiers and picture tube.**
- **Choice of nine 21-inch consoles, superbly styled in period or modern design and crafted with supreme integrity.**
- **Arvin Phantom Filter eliminates picture roll, bounce and jitter.**
- **Picture Power Amplifier triples picture contrast, puts new life in movies, new thrills in live shows.**
- **Simultaneous Sound System with Velvet Voice intercarrier excludes extraneous noise.**
- **Dual Power and Cascode Booster Tuner build up weak signals, prevent overloading by strong signals. No external booster is necessary.**
- **New Linearity Control Circuit prevents circles from appearing eggshaped.**
- **Many other fast-selling features including built-in adjustable antenna, variable tone control, bass-compensated volume control, and rubber-mounted tuner and speaker.**

Your customers will not be happy with anything less than Arvin All-Channel Super 28—key to the whole UHF-VHF future. Contact your Arvin Distributor now!

All prices are recommended retail prices for Zone 1, including federal excise tax and warranty, and are subject to change according to OPS regulations.

A few selected distributor franchises are still available. Write R. P. Spellman, Sales Manager.

Radio & Television Division

ARVIN INDUSTRIES, INC.

Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

Arvin Dual Power Jet 22

quality champion in the low price field

22 tubes including rectifiers and picture tube • Dual Power Jet Chassis has 4 picture IF stages • New Cascode Booster Tuner • Internal Blanking • Arvin Velvet Voice tone with Magna-Bass amplifier • Secondary controls in front behind center panel • Matching consolette tables on easy rolling casters for all table models • 17-inch and 21-inch table models and consoles.

IMPORTANT: Arvin Dual Power Jet 22 models can be equipped to receive all 70 new UHF channels by addition of an Arvin Converter, $39.95.



Campaigner, 17-inch table model, mahoganyfinish, **$199.95.** Matching consolette base, only $19.95.



Del Mar, 21-inch console with glare-proof removable safety glass; easy-roll casters. In blonde, $319.95. **Coronado**, in mahogany, **$299.95.**

OVER 102 MILLION



"stopper-
appear
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Decemb
Top Flight
General Cons
and Women's
Service Magazine

KNAPP MONARCH Better Products

ST. LOUIS 16, MO.

FIN-TYPE HEATER · ELECTRIC BLANKET · COPPER MAGIK IRON · QUAD WAFFLE BAKER · POP-UP TOASTER · COFFEEMAKER

IMPRESSIONS....



THIS FALL TO SELL AND TELL

KNAPP KM MONARCH

"Best Seller" Appliances

TELEVISION
demonstrated

Products shown in actual use right in millions of homes all over the country. Seeing is believing .... Believing means buying!

PROMOTIONAL
"sure-fire" deals

Most profitable free-goods deals in the history of the industry, plus—give-aways and trial offers ... that'll build volume for the entire KM line.

"SALES MAKER"
displays

.... that make point-of-purchase mean what it says! Designed to give your sales people a real "assist" in closing the sale!

for Better Living and... Giving!





America's top salesman, Arthur Godfrey, will be talking to your prospects... the housewives, making Fiberglas* Insulation even more valuable as a sales feature for you.

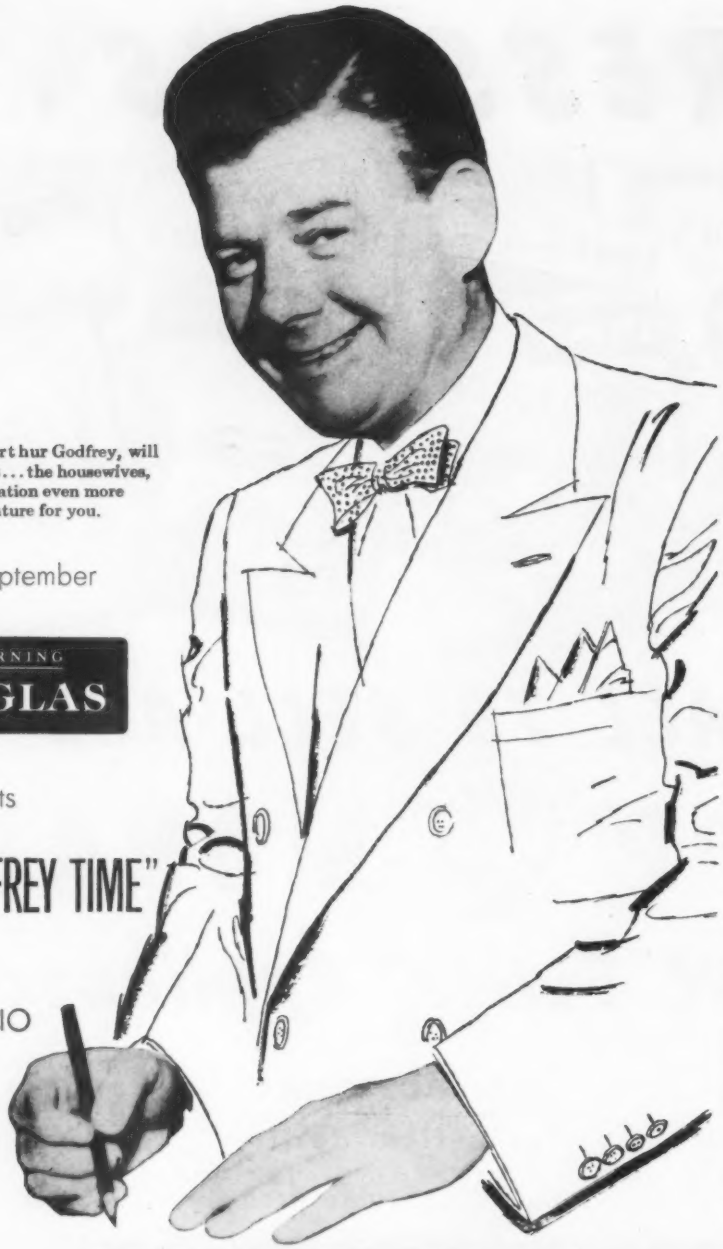
Starting in September

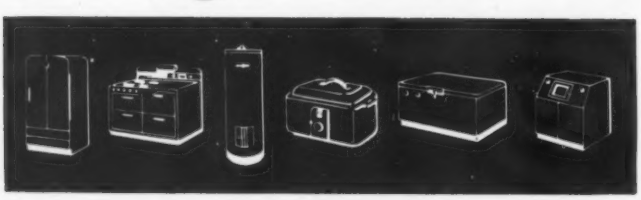
OWENS-CORNING
FIBERGLAS

Presents

"ARTHUR GODFREY TIME"

on CBS TV
and RADIO





OWENS-CORNING
FIBERGLAS
insulated

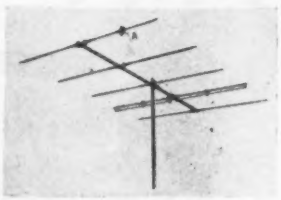
A SWELL FEATURE TO HAVE...

A SWELL FEATURE TO SELL...

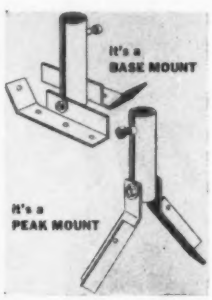
and now more than ever!

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.

NEW PRODUCTS



Channel Master, Ellenville, N. Y., announces a low-priced antenna, the Challenger 5-element yagi series 550, said to produce over 7 db gain on single bay, matches 300 ohm line, and has 5.1 front to back ratio. Features include uni-fold dipole; reinforced aluminum director and reflectors; and 1-in. cross arm with plugged ends.



Peak-N-Base mount, another Channel Master product, consists of 3 simple components which may be assembled as sure-footed base mount or as an adjustable peak mount. Mast is held firmly in place in heavy gauge steel cylinder with locking bolt to prevent mast movement.

Taco Dual-Channel Bazooka antennas, a new line of yagis announced by Technical Appliance Corp., Sherburne, N. Y. Of high-gain, sharp directivity type, they have been designed primarily for fringe areas where 2 channels are operating and received from the same direction. With a rotator, it is also possible to use them on 2 channels in different directions; 5-element design with 3 directors, antenna element and one reflector. A folded-dipole tuning element is connected across terminal or antenna element. Factory tuned to desired 2-channels—channel combinations available are 3-6, and 4-5. Other combinations available on special order.

T.V. Development Corp., Brooklyn, N. Y. announces a new FM-TV indoor antenna; triple section telescopic dipoles may be arranged to obtain maximum reception on all channels as desired; brass tubing provides non-sticking telescoping; molded Bakelite base covers cast iron underbase.

The only curves I can show are..... ... . on SALES CHARTS



Water heaters with Dow Magnesium Rods sell faster! That's a fact . . . and the answer is easy to see. These famous rods . . . now standard in many leading brand water heaters . . . are a low-cost, effective way to control corrosion, extend heater life, give cleaner, clearer water.

It's a wonderful sales story to boost volume. Your heater customers want more than just hot water . . . they demand long, trouble-free tank life. And the Dow Magnesium Rod makes this story easy to tell: Corrosion simply attacks the rod rather than the tank walls . . . preventing leaks, reducing rust, giving cleaner, clearer water.

Be sure to tell your customers about Dow Magnesium Rods and watch your sales curve climb!

DOW



MAGNESIUM RODS



THE DOW CHEMICAL COMPANY

Magnesium Department • Midland, Michigan

New York • Boston • Philadelphia • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

HOME ECONOMISTS TEACH ELECTRIC MIXER USE

When students in home economics in some 9,000 U.S. high schools return to their classes this month they will receive instruction in the use of the electric food mixer, with the Hamilton Beach as classroom equipment.

Hamilton Beach Food Mixers have been placed in these schools during the past few years under an educational plan which includes lesson plans and study sheets for teachers and students. Home economists in attendance at the national convention were enthusiastic about the lesson plans as well as the Hamilton Beach Food Mixer.

"Your mixer is easy to teach with because it is easy to use," was the general comment. "The lesson plans make the teaching job even easier. Your recipe ads in our magazine 'What's New In Home Economics' complete a well-rounded program."

Hamilton Beach officials place a high value upon this classroom type of demonstration. "The home economic students of today will be housewives two and three years from now. Experience has shown us that when girls use the Hamilton Beach Food Mixer they become completely sold on it. When they are choosing one for their own home the vast majority of them select Hamilton Beach. And they have a strong influence on the selection of those of their parents who are buying a new mixer now."

It was pointed out that while Hamilton Beach Food Mixers are made available to the schools at a special price, all applications are carefully screened to make certain no mixers get into any but educational use. A school order or a letter from the principal certifying as to educational use is required.

A large number of Department of Agriculture home demonstration agents are also demonstrating the Hamilton Beach Food Mixer to farm housewives under a similar program.

Many home demonstration agents use Mixettes in their work because of the ease of carrying this compact portable unit.

RECIPE BOOK GIVES FOUNTAIN STYLE DRINKS



An attractive four-color recipe and instruction book accompanies every Hamilton Beach Home Drink Mixer. It contains "real fountain style" recipes for malteds, milk shakes and a wide variety of other fountain drinks that have been developed through the years in connection with the sales and promotion of the hundreds of thousands of Hamilton Beach commercial drink mixers found back of soda fountains all over the country.

"We believe the recipe book is a great stimulant to the sale of any appliance in the food field. Here, where there is no source of fountain recipes such as there is for cakes, cookies and food dishes, it becomes an even greater help," says the Hamilton Beach advertising department.

"Every mixer will bear a tell-all tag giving sales points, features and specifications to sales people in easy-to-use form. To help individual retailers tie in with the large-scale national promotion program that is already under way, literature and newspaper mats are available at no charge from the advertising department of Hamilton Beach, Racine, Wisconsin.

HAMILTON BEACH INTRODUCES HUGE, UNTAPPED, READY-

The NEW HAMILTON BEACH Home Drink Mixer

Millions who own freezer-compartment refrigerators and millions more owning home freezers (4,100,000 are in use!) have skyrocketed sales of bulk ice cream and frozen fruit juices. This new Hamilton Beach Home Drink Mixer fits that huge, ready-made market perfectly.

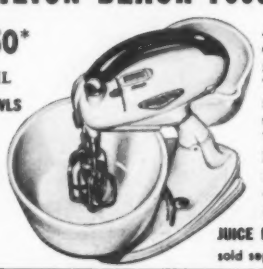
Families with younger children, particularly, are hot prospects. Imagine the enthusiasm of youngsters for real soda-fountain drinks they can make at home. A boon to housewives, too. A real help in mixing any liquid or semi-liquid. And men will enjoy making cocktails and mixed drinks with a truly professional touch. A *family* appliance in every sense of the word.

This sure-to-be-popular item will be aggressively promoted. Hamilton Beach has a record for creating new-item demand. Witness the popularity won by the Hamilton Beach Mixette almost immediately after its introduction.

A fine product that millions need. Priced to sell. Backed with solid advertising support. Any way you look at the new Hamilton Beach Home Drink Mixer it spells *profit.* Cash in on it now. Order from your wholesaler, today. *Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.*

Top-Profit
HAMILTON BEACH Food Mixer

$37.50* RETAIL
BOTH BOWLS PYREX



At $37.50 retail, less juice extractor, Hamilton Beach is the top consumer value. There are many more folks in the market at this price than at, say, $5 or $6 more. Yes, Hamilton Beach's lower price broadens your market. And this mixer is easiest to use, *regardless* of price, so it's easiest to sell.

JUICE EXTRACTOR
sold separately $4.50* retail

Fast-selling
HAMILTON BEACH Mixette®



$18.75* RETAIL
Includes gift box, bracket and screws for wall mounting.

The accepted, the well-established brand—fastest-selling portable on the market! All-purpose; ideal in smaller kitchens; for lower incomes—a *big* market! Sturdy Hamilton Beach motor. Hangs on wall or fits in drawer. Smart gift box serves as a compelling counter display. In price, packaging, quality . . . Mixette is a gift-item *natural!*

Biggest National Advertising Campaign in HAMILTON BEACH History!

There'll be plenty of consumer demand for Hamilton Beach products this fall. 104,267,969 messages will soon begin blanketing the country. A total of 35 powerful ads in the 11 leading magazines listed here will be helping you sell.

AMERICAN WEEKLY
BETTER HOMES & GARDENS
HOUSE BEAUTIFUL
LIVING FOR YOUNG HOMEMAKERS
McCALL'S
MODERN BRIDE
SATURDAY EVENING POST
SUCCESSFUL FARMING
TODAY'S WOMAN
TRUE STORY
WOMAN'S DAY

A GREAT NEW PRODUCT TO A MADE MARKET!



Quality Features that Sell!

POWERFUL MOTOR carries the famous Hamilton Beach name—symbol of quality through the years.

FULL SIZE — not a toy. Stands 14½" high. Heavy enough to prevent tipping. Rubber feet prevent marring.

FOUR-FOLD AGITATOR blades fold up, easily cut through hard ice cream. Blades swing down into mixing position when mixer starts. Gives drink maximum aeration.

STURDY, STRONG metal stand finished in clean, white enamel. Chromium trimmed.

SIMPLE SWITCH is easy for children to operate. Completely safe. AC-DC.

BIG-CAPACITY CONTAINER delivers two full 8-oz. glasses of mixed drink. Made of durable plastic in smart new square design.

REAL SELLING HELPS!

Colorful recipe booklet and tell-all tag are included with each Home Drink Mixer. Literature and newspaper ad mats are available, too, free of charge.

**Prices subject to change without notice.*

NEW

HAMILTON BEACH Home Drink Mixer

Made by America's largest maker of commercial drink mixers

Now

HAMILTON BEACH Quick-Dry Electric Hair Dryer

$14.90* RETAIL

A great new item for the huge home-permanent market—the choice of professionals. All metal —no plastic. New Adjust-A-Stand tilts to any angle. Dryer lifts off stand for portable use. New heat control at top. Two switches—"On-Off" and "Hot-Cold." AC-DC. Handsome light ivory enamel. Gift package doubles as attractive counter display.

THIRTY YEARS IN BUSINESS TOGETHER



Back in 1922 Joe Clark (left) and George Bracken (right) were getting started in the appliance and service business in La Crosse, Wisconsin. One of their first supplier contacts was with Charles O'Connell, then the new Wisconsin salesman for Hamilton Beach.

The photograph shows a recent get-together of the three veterans congratulating each other on the thirty years of being "in business together." O'Connell started the new firm in the vacuum cleaner business, and it has featured Hamilton Beach consistently through the years, adding new items as the line was broadened.

"We like to sell Hamilton Beach because we know we are going to have happy, satisfied customers," said George Bracken. "Through the thirty years we have been in business the service-freedom of Hamilton Beach appliances has been truly phenomenal. Usually it is only when parts wear out through years of service that we ever see the appliance after it leaves our store.

"And, of course, we like the Hamilton Beach profit margin. We find, too, that Hamilton Beach merchandise is truly easier to sell because it is easier to use. It has great acceptance in our area."

"Great guys to do business with," was O'Connell's comment on his 30-year "partnership" with Clark and Bracken. The firm now operates a modern store at 412 South Fourth Street.

CHALLENGE COMPARISON IN CONSUMERS ADS

In its fall campaign, Hamilton Beach again challenges comparison of its Food Mixer with a "Compare before you choose" theme.

"Comparison is asked on value and ease-of-use," a company executive said in outlining the campaign to its sales force. "We know that for value, the Hamilton Beach at $37.50 is the big buy in food mixers. With the public more and more dollar conscious, a saving of from $3 to $5 on such a purchase takes on added importance."

ICE CREAM FOLKS LIKE HOME MIXER

The new Hamilton Beach Home Drink Mixer has had enthusiastic reception from ice cream manufacturers who have had a pre-view of the appliance. "Obviously we are in favor of anything that will increase use of ice cream in the home, and you may count on our wholehearted support in launching the item. We plan to feature mixed ice cream drinks in our advertising just as we now play up home-made sodas and sundaes," said one manufacturer.

"The effect of the home freezer on the bulk ice cream business has been more than terrific," wrote another. "We don't see how you can miss with this home drink mixer. Folks like malteds and milk shakes at the fountain. Surely they will want to make them at home now that they can get a mixer that does a real job."

Dairy associations which carry on national advertising campaigns for ice cream and related products have indicated similar interest and support.

Top Billing!

IN ELECTRIC HEATERS

Arvin, the world's largest maker of portable electric heaters, presents the most sensational line in Arvin history—a heater for every purse and purpose—and every model packed with fast-selling features! Get set for the peak season just ahead!



ARVIN



NEW



NEW

Model 5600 Arvin Automatic — Thermostat Controlled! Set thermostat as desired; heater automatically maintains temperature. Operates at either 1320 or 1650 watts. Range-type heating units. Safeguard Switch automatically cuts current if heater is upset. No TV or radio interference. Red signal light. Bronze finish, ivory plastic trim. Guaranteed 1 year. **$34.95**

Model 5100 Hot-R-Cool Heater Fan, 1650 Watts—Extra capacity develops 5600 B.T.U.; moves 200 cu. ft. of warm air per minute. Doubles as cooling fan in summer, moving 600 cu. ft. of cool air per minute. Big 8-inch airscoop fan; head adjustable to any position. Arvin's exclusive Safeguard Safety Switch. No TV or radio interference. Finished in bronze with bright metal base. Underwriters' listed. **$21.95**

Model 5000 Hot-R-Cool — same features but 1320 Watts, $21.10



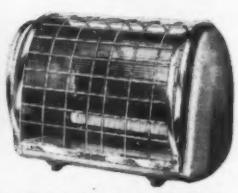
Model 223 Arvin Custom-Safety Fan-Forced Heater—Sleek design in tan hammerloid finish, on-off toe switch, carrying handle, Safeguard Switch cuts current if upset. Underwriters' listed. **$14.85**



Model 224 Arvin Deluxe Fan-Forced Heater—Green baked-on enamel finish; hand-hold in back. 1320-watt unit. No TV or radio interference. Beautifully styled at a budget price. Underwriters' listed. **$12.95**



Model 91A Arvin Standard Fan-Forced Heater—compact, convenient, economical! 7¾" square, 5" deep. Smart sun-tan enamel finish. 1320-watt unit. Underwriters' listed. World's best heater value. **$11.40**



Model 52B Arvin AC-DC Radiant Heater — Most efficient radiant heater ever built, for use where direct current prevents use of Arvin Fan-Forced Heater. Listed by Underwriters' Laboratories. **$11.95**

Top Billing! IN ELECTRIC HOUSEWARES



Arvin Electric Irons $9.95, $10.95, $11.80, $12.95



Arvin Automatic Coffee-Perk $29.95



Arvin Automatic Toaster $22.95

Make the most of Arvin's great national advertising campaign on Arvin Electric Housewares! Get ready for the heavy spending season just ahead. Get this fast-selling, glamor-appeal, fat-profit Arvin electric housewares line out where early holiday shoppers can't resist it! Write today for the name of your nearest Arvin distributor!

Electric Housewares Division **ARVIN INDUSTRIES, INC., Columbus, Indiana**

(Formerly Noblitt-Sparks Industries, Inc.)

ELECTRICAL APPLIANCE NEWS

TRADE REPORT



TED WEBER, JR.

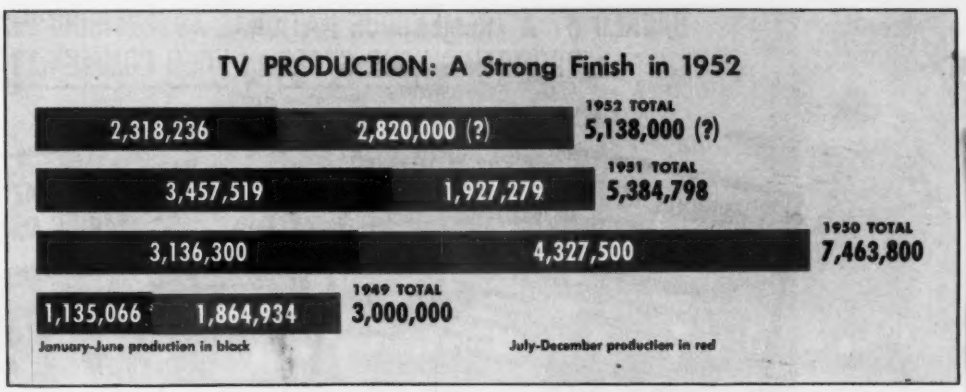
TV Sales: Happy Days Are Here Again

Good times have returned to the television trade.

After months of slow sales, curtailed production and unbalanced inventories, the industry's sales pace has quickened, almost every manufacturer foresees "good to excellent" business for the fall months, and some even think there may be some shortages in the months ahead.

That's what leading set makers told ELECTRICAL MERCHANDISING last month. Their opinions bear out the generally optimistic reports from various other trade sources.

Why the decided upturn in business? There are lots of explanations, no one complete in itself but all contributing to the strengthened sales picture. The increasing number of customers who have decided that now is a good time to buy, the opening of new TV markets with the end of the freeze, the extension of the coaxial cable and public interest in the telecasts of the political convention—all seem to have played a part in TV's summer recovery.



Good Fall Business. Manufacturers' estimates of fall business ranged from "good" to "excellent". Westinghouse's J. F. Walsh called the prospects for fall "excellent", adding, "we expect no tremendous boom but a long-awaited, good, steady general market, bolstered by heavy demand in new TV areas."

Both W. A. Blees of Crosley and J. B. Elliott of RCA reported that they expected TV business to be "good" this fall, an opinion seconded by A. L. Chapman of Sylvania who said, "We feel very confident that TV business this fall will be good for dealers, distributors and manufacturers." Ross Siragusa of Admiral saw sales "continuing at present high levels for remainder of 1952." Ben Abrams of Emerson reported that he expected a "material improvement" in TV business for the rest of the year and E. R. Taylor of Motorola said that his firm expected a "good healthy TV market" for the fall. The fall and winter season should be "very good", Arthur A. Brandt of GE said.

How Good. Manufacturers' estimates of production in the final six months showed most guesses centering around the 2.75 million mark. No estimate was lower than 2.5 million: the highest was Elliott's guess of 3.25 million. Guessing at production for the year as a whole, all but three firms centered their estimates at around the five million level. A spokesman for Du Mont foresaw the possibility of six million sets and a Philco executive guessed 5.5 million. Westinghouse set the year's total at between 5.5 and 6 million.

Shortages Breeding? Any spurt in television business brings with it speculation over possible shortages of sets. For the moment, however, most manufacturers are inclined to discount the possibility of any "serious" or "critical" shortage this fall.

There are some industry leaders, however, who feel that shortages might occur this fall. Capehart-Farnsworth's R. A. Graver pointed out that "Shortage could occur due to uncontrollable factors and is likely." Abrams said that shortages of certain types already exist and added, "I believe that a general shortage may develop within the next three months." Speaking for his own firm, Admiral's Ross Siragusa pointed out that distributor and dealer inventories had been reduced to the point where "we shall be hard put to fill pipelines even with full production at all of our plants." GE's Brandt discounted the possibilty of a serious shortage but felt that certain models might be hard to get from time to time. Blees, pointing out that Crosley was currently allocating sets, said that certain firms would be short of sets but added that "there will not be an industry shortage." In August, CBS-Columbia announced that dealer and distributor orders for its new line had been so heavy that an allocation system had been set up.

But if there were no definite indications of sell-out business ahead, there was ample evidence that the industry picture was brightening. Even folks on the outside looking in were coming to that conclusion. Reporting on the radio-TV industry, a recent survey by Standard & Poor's said: "The outlook in this field now is encouraging. It is not to be expected that earnings later this year can overcome the poor first half showing. Comparisons for the full year will probably be unfavorable in most cases. However, an upward trend is in sight and should carry well into 1953."

One-Line-a-Year Drive Gains Converts

Not all set makers are ready to adopt the plan but several of the biggest—including Admiral—are doing so; and everybody favors its ultimate adoption

NARDA hasn't yet scored a complete victory in its fight for one TV line per year but it has won some important allies.

Several firms—the largest and most recent converts being Admiral and Du Mont have announced their willingness to go along with the NARDA proposition. Several others hint strongly that they may soon be doing it. And no set marker has expressed outright opposition, although some firms feel that "competitive activity" is going to determine how fast they move toward what they admit is "an admirable goal."

What They're After. NARDA president Mort Farr formally opened the group's drive for single lines of TV and major appliances at the association's mid-summer meeting in Chicago in late June.

Though Farr suggested the single line move for both major appliances and television, discussion centered around its application to TV. Major appliances introductions—though not on a strictly annual or regular basis—had not been made as frequently as had TV model changes.

Among the first major producers to go along with Farr were Stromberg-Carlson and Arvin. In mid-July, C. J. Hunt, general manager of Stromberg-Carlson's radio-television division, said that his firm was the first to recognize

REVOLUTIONARY!...

Emerson 1953

BACKED BY A TREMENDOUS NATIONAL ADVERTISING PROGRAM ...PROMOTING YOUR STORE IN YOUR COMMUNITY

NATIONAL NEWSPAPER ADS WITH YOUR OWN NAME FEATURED!

IT COULDN'T BE DONE... *so Emerson did it!*



Over 1400 full-page and 1000 line ads appearing in 110 newspapers in 84 cities — powerful ads that will feature your store name in your neighborhood.

NATIONAL MAGAZINE ADS IN THE LEADING MAGAZINES!

An insertion almost every week! Full-page, full-color ads in LIFE, LOOK, SATURDAY EVENING POST, BETTER HOMES & GARDENS dramatically tell the new 1953 Emerson story.



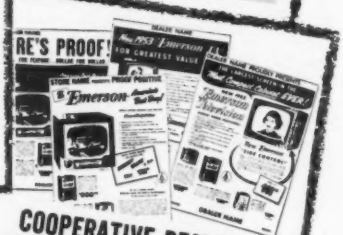
FURTHERMORE, MR. DEALER—

Emerson's *new discount policy* provides the greatest profit margins in our history with complete price protection to Jan. 1, 1953, giving you the safest buying advantages and greatest selling opportunity in the market today!

POWERFUL BILLBOARDS WITH YOUR OWN IMPRINT IN YOUR OWN NEIGHBORHOOD!

High-impact 24-sheet poster billboards will be spotted in strategic points all over the country—a great opportunity for you to feature your store in your territory.





COOPERATIVE DEALER MATS AND TIMELY RADIO SPOTS!



You have a wide selection of hard-hitting full-page (and tabloid) ads to run under your own name; also a variety of radio commercials to give added impetus to your sales program.

Emerson Television and Radio

...PLUS A WIDE ASSORTMENT OF BRILLIANT, ATTENTION-GETTING SALES PROMOTION MATERIAL FOR YOUR STORE!

OVER 13,000,000 SATISFIED OWNERS—*Emerson ... America's best buy!*

NEW!...EXCLUSIVE!
"SIDE-CONTROL" MODELS



MODEL 721—New 17" Table Model with side controls. Largest picture in most compact cabinet. Selected pin-stripe Mahogany veneers.



SIDE CONTROL, the most revolutionary development in television design in the last 5 years. At last, the biggest picture in the most compact cabinet ever produced. Only Emerson—famous for pioneering-engineering could conceive this model *first!*

And here, Mr. Dealer, is the Emerson Model 731, a 17-inch television, clock-radio and three-speed phonograph all rolled into a compact cabinet only 37" high. Be the first in your community to feature this amazing television innovation.

See Emerson's Great New Complete Line for 1953—17" and 21" Table Models, Consoles and Combinations! From 179.95 up including excise tax and warranty.

Proof again! THAT *Emerson*

IS THE LINE WITH THE DEALER IN MIND

Emerson Radio and Phonograph Corporation, New York 11, N. Y.

*Reg. U. S. Pat. Off.

You can Judge NICHROME* by the manufacturers who use it!



Combining good looks with simplicity of operation, ease of handling, outstanding performance, and years of service, Dominion Electric Corporation's new appliance line is making a host of friends thruout the country.



Model 1528 Double Duty Heater-Fan.

Says Dominion: "We specify Nichrome for heating elements because of the remarkably uniform quality of this alloy, and its long life under high temperature conditions with intermittent service. Scientific endurance tests which we ourselves have made on Nichrome, over a period of many months, have convinced us that here is a material capable of giving exceptionally good service.

"As an example of our complete confidence in Nichrome heating elements, we can point to the Replacement Warranty whereby we undertake to replace, *free of charge*, any Model 1011 'Adjusto-Cord' Automatic Iron in which a part should prove defective, during normal usage of the appliance, within a year from date of purchase by the original user. Since the heating element of an iron can be said to take more punishment than any other component, we can think of no higher commendation of Nichrome than this warranty implies."

Model 1011 "Adjusto-Cord" Automatic Iron.

Here's an excellent yardstick with which to judge Nichrome: the experience of Dominion. Be guided by it, and have *your* manufacturing sources also provide heating elements of Nichrome in all the electrically-heated appliances *you* handle.



Dominion's Model 1430 Table Stove.

Nichrome* is produced only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

Nichrome IS THE MARK OF GOOD ELECTRICAL APPLIANCES

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.

*T.M. REG. U. S. PAT. OFF.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

the one-line-per-year trend, had actually started it as far back as January when the firm's "421" series was introduced.

A week later, Arvin told its distributors that it was adopting a "through the year" policy on television. The firm will introduce its annual line each summer.

(Introduction of only "one basic line per year" has been its policy for some time, a G-E official said.)

In early August, Du Mont's conversion was announced by general sales manager Dan D. Halpin who said that his firm would begin introducing a single annual line in 1953.

But the most important conversion wasn't announced publicly until mid-August when Admiral Corp. told its distributors that it would present only one TV line a year "if other major producers go along with us." President Ross Siragusa added, "We will not return to the wasteful practice of two or three lines a year unless competition forces us to do so."

Agreement. There were plenty of other firms who, while not yet ready to formally adopt the policy, expressed their approval of it. The necessity of remaining competitive led to reservations on the part of Philco, RCA, Crosley and Westinghouse. Motorola and Emerson both expressed their approval of the goal being sought but both thought its accomplishment would require some time.

Competition. Sylvania vice-president A. L. Chapman expressed "complete accord, generally speaking," but added that a single line should be "augmented by possibly one or two models each January."

Similarly, Crosley's W. A. Blees approved of only one line but he asked for "a promotional model from time to time to protect ourselves against competition."

"The idea is fine", said J. F. Walsh of Westinghouse, adding "any TV manufacturer must remain competitive or be extremely vulnerable."

"We have no particular position on one line per year," a Philco spokesman reported. "But we believe that television is still in the stage of rapid development, and research advances make it necessary to announce more than one line a year to keep a competitive position."

"An admirable goal, the attainment of which will be dependent upon competitive activity," was the view of J. B. Elliott of RCA.

New Deal for Dealers

Dealer discounts have been lengthened by as much as five percent by Stromberg-Carlson Co. in a move designed to "recognize retailers' problems in selling television on a profitable basis in today's market."

C. J. Hunt, general manager of the firm's radio-television division said the new discounts were the third phase in the company's new merchandising approach. The first involved recognition of the one line per year principle. The second consisted of limiting this year's line.

The additional discount was made in recognition of increased costs and to ease handling of trade-ins.


PRE-SOLD
POST
Woman's Day
COMPANION
McCall's
LIFE
GOOD HOUSEKEEPING
JOURNAL
AMERICAN HOME
Exclusive features, such as the jumbo fry basket and many others, make it the profit-plus product for you in '52!
The line that leads the field... PRESTO COOKERS! Promote them for more sales-and-profits!
Its many exclusive features make all other steam-or-dry irons obsolete!
Presto AUTOMATIC Deep-Fryer
Presto COOKERS
Presto Vapor-Steam Iron
Better Homes
Sunset
BRIDE'S
Modern Bride
HOUSEHOLD
Family Circle
Millions of colorful, hard-hitting PRESTO Products "salesmen" are at work right now telling and pre-selling *your* customers on the many advantages of buying PRESTO Products . . . *easy-to-understand advantages* that save busy homemakers energy, time and money . . . *important advantages* that are backed by the PRESTO tradition for quality, careful craftsmanship and the finest in materials.
Alert, aggressive dealers are making plans *now* to tie-in with this terrific national advertising campaign at the local level with newspaper advertisements, store and window displays. Write today for your free advertising materials. Tie-in and cash in!
PRESTO PRODUCTS PRE-SOLD! OVER 18,000,000 IN USE
NATIONAL PRESSURE COOKER COMPANY
World's Largest Manufacturer of Pressure Cookers and Canners
General Offices and Factory: Eau Claire, Wisconsin
Branch Factories: Los Angeles, Calif., Wallaceburg, Ont., Canada

STEWART-WARNER for '53

21 ways better!

Yes, 21 advanced features that put Stewart-Warner TV for '53 out in front in performance... styling... value.

Amazing new Power Booster... new Wide-Range Tone Control... Built-in Provision for U.H.F. with Cascode Turret Tuner... improved Syncro-Brain circuit... a total of 21 outstanding features you can demonstrate and SELL... and only Stewart-Warner has all 21.

Before you buy any TV see Stewart-Warner for '53..."*21 ways better*"— NOW on display at your Stewart-Warner distributor.

STEWART SW WARNER

STEWART-WARNER ELECTRIC · *Division of Stewart-Warner Corp.* · **1300 N. Kostner Ave.** · **Chicago 51, Illinois**

Foremost manufacturer of radar, communications and other precision electronic equipment for the U.S. Government.

STEWART WARNER TV For '53



21" TABLE MODEL 21T-9211B—

This is the finest . . . in compact mahogany table model styling . . . and in big picture 21" TV performance. In this set, you SELL all 21 features that make STEWART-WARNER 21 ways better for 1953. Also in Blonde Oak (Model 21T-9211C).



17" TABLE MODEL 17T-9202G—

Here's a price leader that has plenty of quality for you to SELL. Syncro-Brain circuit perfectly synchronizes TV signal for finest picture, plus many other advanced STEWART-WARNER features. Smart, modern design in mahogany finish.



21" CONSOLE MODEL 21C-9210C—

Life-size big picture luxury in handsome modern mahogany cabinet styling. Exclusive new Power Booster, Wide Range Tone Control, and famous Syncro-Brain circuit for finest picture television today.



27" CONSOLE MODEL 27C-9212A—

Giant, "bigger than life-size" picture in a luxurious mahogany cabinet. Power Booster, Tone Control, Syncro-Brain circuit, Built-in Provision for U.H.F. . . . all 21 famous STEWART-WARNER selling features are included.



21" CONSOLE MODEL 21C-9211F—

Luxury console in modern mahogany with full-length doors. Full 21" screen, and all 21 features only STEWART-WARNER can offer. Power Booster, Tone Control, Syncro-Brain circuit, Built-in Provision for new U.H.F. stations, and all the rest. Also in Blonde Oak (Model 21C-9211G).



21" CONSOLE MODEL 21C-9211D—

All the luxury of modern mahogany cabinet styling with Wide Range Tone Control, extra-powerful Power Booster for unequalled fringe reception, in graceful mahogany cabinet. Also in Blonde Oak (Model 21C-9211E).



NEW STEWART-WARNER AM, AM-FM, AND CLOCK RADIOS WITH FAMOUS CONCERT GRAND* TONE



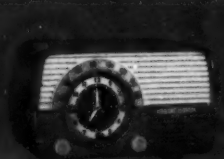
AM MODELS 9160-A,F,G, H,J,K.

Big set performance at a sensational price! 4 tubes plus 1 rectifier, Alnico V PM speaker. In Mahogany, Porcelain White, Arctic Gray, Forest Green, Aquamarine or Russet Red plastic.



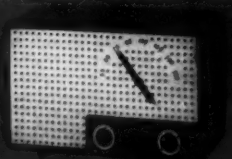
AM MODELS 9161-C,D,E.

New "Sweep-Station" dial. Full-size PM speaker, 4 tubes plus 1 rectifier. Improved iron core I.F. transformers. In Yellow and Ebony, Porcelain White and Royal Red, or Mahogany.



CLOCK RADIO MODEL 9162-C,D,E.

Tunes radio or appliances on and off automatically. Alarm buzzer. In Ivory, Cocoa Brown and Tan, Mist Green and Yellow. Also Model 9164-C in mahogany. Same but without appliance outlet and automatic shut-off.



AM MODELS 9165-A,B.

Powerful 30K set—5 tubes plus 1 rectifier, 3-Gang Tuned R.F. stage, heavy duty PM speaker. Continuously variable tone control. In Ebony and Yellow or Santa Fe Red and Mexican Tan.



FM-AM MODEL 9166-A.

Stable, noise-free FM and AM reception. Power-primed chassis—7 tubes plus 1 rectifier, big 6" Alnico PM speaker. Electronic FM drift suppressor, plug-in phono jack. Arctic Gray plastic.

*Trade Mark Registered



Motor Repair Shop Owner Finds KLIXON Protectors Insure Against Burnouts

SO. HARWICH, MASS.: Mr. Alfred LaMontagne, owner of the Cape Cod Electric Motor Service knows what he's talking about when he praises KLIXON Protectors. More than 200 motors pass through his shop every month.

"In my ten years of experience with electric motors, I've found that KLIXON Protectors save our customers unnecessary repairs. They're tamper-proof . . . and the lowest cost insurance against motor burnouts that you can get."

KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs



Manual Reset



Automatic Reset

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2509 FOREST ST., ATTLEBORO, MASS.

WASHINGTON

OPS: New Rules for TV

OPS revokes industry's exemption from CPR 7 and dealers must compute new ceilings. Chance remains, however, that radio-TV prices will be decontrolled

It's always darkest just before the dawn—and nobody can blame television dealers for hoping that this applies to price controls as well as the hours of darkness.

Right now, say some industry leaders, there is a 50-50 chance that OPS will decontrol radio and TV prices. RTMA and NARDA have submitted petitions to that effect, arguing that radio and TV prices are about 15 percent below ceilings.

But in late July, as the two trade associations readied their petitions, OPS ruled that retailers must compute new ceiling prices for radio and TV sets. Prior to that, dealers had been allowed to set their ceiling prices at the manufacturer's suggested retail prices. Now, OPS has decided that the industry's pricing history has been too turbulent to justify uniform national ceilings.

For many months the industry has enjoyed a special exemption from CPR 7, enabling manufacturers to fix uniform prices and enabling retailers to charge those prices regardless of the pre-Korea mark-up.

Now, OPS lawyers have ruled that an industry must be able to show that it maintained uniform pricing throughout the base period to be entitled to this exemption. And, said OPS, just about everyone knows that the radio-TV industry wasn't able to maintain uniform prices at retail.

OPS took the position that trade-ins in the radio and TV business were a flimsy device to cover price cutting. In May, the price agency asked each manufacturer to submit anything he could to show trade-in allowances were based on legitimate values. Only one firm—Magnavox—made any pretense of defending trade-in policies.

Shortly thereafter, OPS revoked the uniform pricing authority and ordered each retailer to compute his individual price under CPR 7.

(For the moment, Magnavox has been spared, since it was able to produce a circular which lays down a trade-in policy for dealers.)

As of mid-August the radio-TV dealer's plight was this: he was under orders to compute hundreds of individual mark-ups and prices. Only the decontrol of radio-TV prices could save him that effort. And, in mid-August, that was no better than a 50-50 chance.

Scheduled Meetings

ROCKY MOUNTAIN ELECTRIC LEAGUE
49th Annual Convention
Colorado Hotel, Glenwood Springs, Colo.,
September 7-10

WESTERN HOUSEWARES SHOW
Biltmore Hotel, Los Angeles
September 14-17

CANADIAN ELECTRICAL MFRS. ASSN.
8th Annual Meeting
General Brock Hotel, Niagara Falls, Ont.,
October 1-3

INT'L ASSN. OF ELECTRICAL LEAGUE
17th Annual Conference
Radisson Hotel, Minneapolis
October 1-4

NAT'L ASSN. OF ELECTRICAL DISTRIBUTORS
Fall Meeting of Pacific Zone
Hotel del Coronado, Coronado, Calif.
October 6-8

NAT'L FARM ELECTRIFICATION CONFERENCE
Hotel Statler, Detroit
October 20-21

NAT'L ELECTRICAL INDUSTRIES SHOW
Eastern Electrical Wholesalers Assn.
69th Regiment Armory, New York City
October 21-24

HOME VACUUM CLEANING CONFERENCE
Vacuum Cleaner Mfrs. Assn.
Hotel Commodore, New York City
October 29

HOME LAUNDRY CONFERENCE
American Home Laundry Mfrs. Assn.
Hotel Commodore, New York City
October 30-31

Less Paper Work

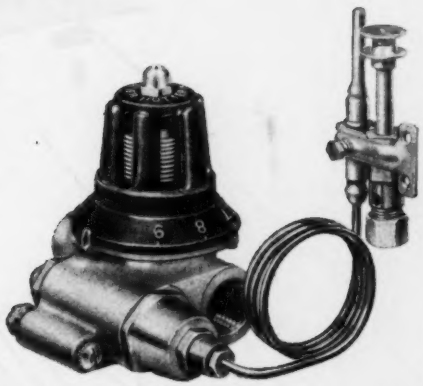
Small appliance manufacturers last month slipped out from under some of the paper-work imposed by the Controlled Materials Plan.

Beginning with the first quarter of 1953, they'll be able to write their own allotment orders for steel, copper or aluminum. They won't be able to allot any additional materials and it won't free them of keeping records on materials used. But it will relieve them of the burden of reports required under CMP.

Who can use "automatic" allotments? The list includes about 60 small appliance makers, a few component makers and a few small manufacturers of major appliances. According to the new rules, any producer whose allotment of controlled ma-

ATTENTION— GAS HEATER DEALERS

for extra profits—sell Honeywell Controls, too!



V5163 Modulating Thermostatic Gas Valve

Provides accurate, safe control for any gas heater.

The thermostat accurately keeps room temperature at desired setting by modulating the flow of gas from full volume to a pre-set minimum flame.

Built-in safety pilot provides 100% shut-off in case of pilot failure. Has safe-lighting feature, too. Main line valve can't open until pilot is on.

The V5163 is easy and inexpensive to install for it's small and compactly designed to fit limited places common to heater applications. It needs no outside electrical power.



V5140 Modulating Thermostatic Gas Valve

Another rugged, compact Honeywell control. For application on manually controlled heaters already equipped with 100% safety shutoff.

Here's big news! Many dealers are picking up extra profits by selling gas heaters equipped with Honeywell controls.

Prospects are easy to sell after they learn how these fine self-contained thermostats *automatically* keep temperatures at the desired setting!

You'll find customers are *more satisfied*, too, after they experience the convenience of automatic heat and the added comfort it makes possible!

Honeywell's many years of experience in the control field and its aggressive national advertising program are your assurance that most people know Honeywell and know Honeywell quality.

So ask for Honeywell controls on every shipment of gas heaters. Your manufacturer can install them at the factory.

Honeywell gas heater controls can also be purchased separately to fit any manual models in stock. Just call your regular supplier or one of Honeywell's 91 offices, located in key cities. Or for complete information, mail the coupon at the right.

BIG MODERNIZATION MARKET

You probably have many gas heater owners on your customer list who do not have automatic controls. Contact them . . . they'll want automatic heating furnished by a Honeywell thermostat, too!

MINNEAPOLIS **Honeywell**

First in Controls

H HONEYWELL

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Dept. EM-9-117, Minneapolis 8, Minnesota

Gentlemen:
Please send me descriptive literature on your V5163 and V5140 Thermostatic Gas Valves.

Name _____

Address _____

City _____ Zone _____ State _____



DO I

SURE * I * DO *

"I remember him from someplace. Maybe it was in the Service . . . or at school. It was a long time ago, anyway. Maybe I should say hello" . . . This happens to almost everybody at one time or another. It's something we should remember in business. Our names, faces, products . . . everything about us are remembered longer if seen constantly. This same memory factor may be working for, or against you, all the time. Just think about it.

Eddie Arcaro recently mounted his 3,000th winner. The Lunts have entertained packed theaters thousands of times. Amos and Andy are old friends. Gene Sarazen still plays championship golf. People remember them. They've been around for a long time. We've seen them in newspapers and magazines, heard them on radio countless times . . . Now they're on TV. The more we saw

SERVING THE

KNOW THAT GUY ?

BUT * WHO * WHERE * WHEN

them or heard them the better we remember them.

Isn't this a great lesson for advertisers? The people we remember best might be bus drivers, janitors, traffic cops or school teachers. We see them often and remember them. We remember the advertisers we see frequently too . . . whether they are big or small.

Yes, continuous advertising pays off in product recognition.

Recognition increases with continuous advertising . . . and sales increase with recognition. Use ELECTRICAL MERCHANDISING to get recognition from appliance-radio-TV dealers and distributors. They are the men who make the difference at the point of sale.

Your sales payoff will be in proportion to the continuity of your advertising effort. Dozens of advertisers prove this in ELECTRICAL MERCHANDISING. For instance, The Apex Electrical Manufacturing Company of Cleveland, Ohio, our oldest user of continuous advertising, has used dominant space in every issue of ELECTRICAL MERCHANDISING since June, 1933 . . . 232 consecutive issues. They know it pays off to reach the men who sell. You can be in at the payoff too.

Improve your distribution and cut selling costs with the cumulative effect of your advertising in ELECTRICAL MERCHANDISING. Your product will gain recognition and sales momentum among America's leading dealers and distributors. Do your best selling job in their Best Seller. Use ELECTRICAL MERCHANDISING regularly for best sales results.

APPLIANCE-RADIO-TV INDUSTRY

ELECTRICAL MERCHANDISING

A McGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

KEEP
Profits
IN HAND



Sure, there's high mark-up on these two Radion profit-makers . . . *what's more*, they're designed to save your profit on TV set sales and service. Sell TV with the metropolitan—*the* indoor antenna and you save time and manpower, move sets in volume with "free installation," move "second" sets and trade-ins at attractive low prices. Plus over the counter sales at $6.95 list!

So does Radion's NEW lightning arrester at $1 list for low-loss phenolic and deluxe model in hi-dielectric porcelain at $1.50 list! It's the *all-purpose* arrester that fits all twin leads, mounts anywhere! Be sure—for profit-making, profit-*keeping* . . . specify only Radion!

Send today for Radion *Profit* Plans!

Radion

The Radion Corporation
1130 W. Wisconsin Ave., Chicago 14, Ill.

terials for the July-October quarter did not exceed specified amounts (500 tons of carbon steel, 90 tons of alloy steel, 10,000 pounds of nickel-stainless steel, 40,000 pounds of copper and 60,000 pounds of copper) is eligible for automatic allotment.

The manufacturer uses the same symbol and DO priority he used in the third quarter. If he needs more metal than he can write his own ticket for, he must contact the consumer durable goods division of NPA. In no case can he use more metal than in the third quarter. He can self-allot exactly as much copper and aluminum as in the third quarter. As far as steel goes, he must abide by these limitations:

Carbon steel—100 percent of first 60 tons, 60 percent of any additional amount to which he is entitled;

Alloy steel—100 percent of first 16 tons, 80 percent of any additional amount;

Nickel-bearing stainless—100 percent of first 500 pounds, 80 percent of any additional.

Fair Trade: The Next Step

Chances are that the next action in struggle between Fair Traders and price-cutters will take place in the courtroom; no legislative changes foreseen

The next battle over Fair Trade will probably take place in the courtroom rather than on Capitol Hill.

It seems certain that there will be a variety of legal tests coming up within a few months to determine the scope and effectiveness of the recently-enacted McGuire bill.

And it seems equally certain that Congress will not modify or strengthen the new law next year. There has been talk that legislation would be introduced to close the so-called "Wentling loop-hole." But the most active of the Fair Trade lobbying groups doesn't think additional legislation is necessary—and, in fact, won't even admit that a loophole exists.

In the meantime, a number of electric housewares manufacturers have issued strong statements indicating their intention to undertake vigorous enforcement of their Fair Trade contracts. Included, among others, are General Electric, Toastmaster, National Pressure Cooker and Proctor.

More Laws. Agitation for additional legislation apparently comes chiefly from the American Fair Trade Council headed by John Anderson. It's Anderson's contention that the McGuire Act can't be effective until it prevents a mail order house in non-Fair Trade states from shipping branded items below Fair Trade prices into a Fair Trade state. The Bureau of Education on Fair Trade (the educational arm of the National Assn. of Retail Druggists) disagrees with Anderson and maintains that no additional legislation is needed. Without NARD's aid, no move to obtain additional legislation stands a chance of getting through Congress.

Fair Trade observers in Washington regard talk of watchdogging Fair Trade abuses as just so much political goose-grease designed to help the law through and make it more palatable to the public.

Law Suits Coming. Except for a few firms that cash in publicity-wise from bucking Fair Trade, compliance is fairly general. And the Fair Traders are going slow on prosecuting violators. Even where they think they have the law on their side, they're trying to avoid unfavorable publicity by rushing into court. Klein's in New York, for example, is advertising merchandise bought before the bill was passed at below Fair Trade levels. The Fair Traders think they could win if they fought Klein's on this point. But to avoid the risk of a possible upset or bad publicity, they're likely to give retailers ample time to get rid of pre-McGuire stocks.

But there are plenty of court tests ahead, anyway. Schwegmann (the New Orleans merchant who brought the suit which led to the Supreme Court's decision upsetting Fair Trade) is almost sure to bring suit again. Still to be settled is the question of constitutionality of the non-signer clause. The Supreme Court based its decision last year on a technicality and never got around to the issue of the constitutionality of this clause.

There is a possibility of further legal action in Florida where the state Supreme Court in 1949 threw out one Fair Trade law. A weaker version was subsequently passed but Fair Traders fear the state court might rule against them again. In Michigan, too, there's a chance of a court test since the Michigan non-signer clause was held invalid in a decision handed down in June.

As for suits already pending, there's a fair chance that the action against Sunbeam will be dropped.

In the Trade. Some indication of the problems ahead of Fair Traders was given by Toastmaster's W. E. O'Brien in announcing that his firm intended to vigorously enforce Fair Trade prices. He said the firm's policy had been called to the attention of "well-known price cutting retailers" and that Toastmaster had offered to take back any stock these dealers were unable to sell at full price.

"We are also giving serious consideration to a long-range plan aimed at preventing mail order discount houses, or other retailers operating in non-Fair Trade states, from selling Toastmaster toasters at cut-prices into Fair Trade states. We believe that adequate means can be found to prevent this," O'Brien said. "Price maintenance programs are also being developed for use in Michigan, Florida and Minnesota where the application

An Open Letter to Electric Appliance Dealers







"The customer is always right" is an old cliche ... but old or new, Royal has always striven to give the customer "a model to suit every purse and meet every need."

We're telling our distributors ... we're telling our dealers that "The Royal line is the profit line" ... the full profit line with a reputation for quality that dates back to 1905!

You can expect continued good news from Royal. News about a shortened, easier-to-sell line ... news about advertising ... news about promotions ... news that will make Royal the "talk o' the trade!" Watch for it!

Very truly yours,
ROYAL VACUUM CLEANER CO.
Edwin A. Hamala
Director of Sales & Advtg.

This means concentrated sales effort for Dealers.

Dealers! Here is Your Opportunity to Offer Some Terrific Bargains...

Shortening the ROYAL line means that *several* models—all current production—will be closed out at once. Sharply reduced prices will do the trick—quick! You can sell fine new ROYALS at *bargain prices*, and yet retain your *full, generous* profit margin.

But—you must HURRY. First come—first served! Quantities are limited. Order from your Distributor—contact him *now*—today! Tomorrow may be too late.

ROYAL VACUUM CLEANER COMPANY
Cleveland 8, Ohio

ROYAL
Since 1905

***The ROYAL Line is the Full Profit Line**

Brand New for '53...and only from

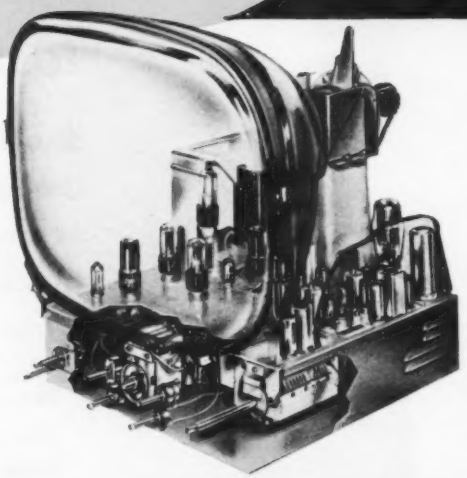


Model 121DX11

New "DX-53" Chassis

5 YEARS IN THE MAKING!

No mere "warmed over" version of previous models, this superb new chassis is the achievement of five years' development . . . with new tools and dies . . . new "super duty" components . . . new and better circuits. The result: a chassis that outmodes all previous ideas of "fringe area" reception . . . that makes thrilling performance possible in "pockets" where countryside or buildings "blank out" ordinary sets . . . that delivers strikingly superior pictures *anywhere!*





17DX10. Value-priced 17" TV with new "DX-53" Chassis—ebony or walnut color. Base extra.



121DX16. 21" Dyna-Ray picture tube . . . "DX-53" Chassis. Smart mahogany cabinet with legs.



221DX15. 21" Dyna-Ray picture tube . . . "DX-53" Chassis . . . walnut, mahogany or blonde finish.



221DX26. 21" Dyna-Ray picture tube . . . "DX-53" Chassis . . . mahogany cabinet with half doors.



221DX38. 21" Dyna-Ray picture tube . . . "DX-53" Chassis . . . "American Provincial" maple finish.



222DX15. 21" Panoramic tube . . . Super "DX-53" Chassis . . . walnut, mahogany or blonde finish.

Admiral!

WORLD'S LARGEST TELEVISION MANUFACTURER

21" TV

at price of other 17's

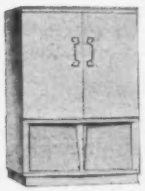
$199.95

Model 121DX11 Ebony

Fed. Tax and warranties included.

43% bigger picture for the same money!

Bigger—yes—but that's not all! It's an amazingly *better* picture, too. Because it's powered by Admiral's extraordinary new "DX-53" Chassis, plus a host of "extra" 1953 features. Features such as Admiral's new "DX" Range Finder that "customizes" reception in any signal area . . . sales-making superiorities such as *guaranteed* UHF reception with Admiral's famed Cascode Turret Tuner. See this amazing value and its companion models at your Admiral Distributor's now. It's the most exciting new line in television!



222DX26. 21" Panoramic tube . . . Super "DX-53" Chassis . . . mahogany or blonde, half doors.



222DX48. 21" Panoramic tube . . . Super "DX-53" Chassis . . . maple or smart "silver fox" finish.



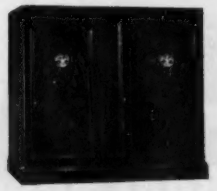
228DX16. Big 27" picture tube . . . Super "DX-53" Chassis . . . hand rubbed mahogany or blonde.



321DX15. 21" Dyna-Ray tube, radio, phono . . . "DX-53" Chassis . . . walnut, mahogany or blonde.



321DX26. 21" TV-radio-phono only 22¼" wide! Has new "DX-53" Chassis . . . mahogany finish.



322DX16. 21" Panoramic tube, radio, phono . . . Super "DX-53" Chassis . . . hand-rubbed mahogany.

INCREASE
Your Vacuum Cleaner Sales
$ $ $ $



SCRUBS FLOORS

...WITH BEAL SPEED POLISHER



POLISHES FLOORS



POLISHES FURNITURE



POLISHES AUTOMOBILES



SANDS



GRINDS AND DRILLS

New Beal Speed Polisher completes a Vacuum Cleaner. Operates on air power generated by cleaner. Complete with Tampico bristle brush for scrubbing and special lambs wool pad for polishing floors, furniture or automobiles.

Dealers throughout the country say that one demonstration sells a Beal Speed Polisher and Vacuum Cleaner. Beal Speed Polisher is the most natural promotion for increasing Vacuum Cleaner sales.

Check the plus-values of the Beal Speed Polisher. No other waxer or polisher offers so many uses at so low a price.

PRECISION MADE AND FULLY GUARANTEED

ASK YOUR DISTRIBUTOR FOR FULL DETAILS ON THIS SENSATIONAL POLISHER THAT MAKES A VACUUM COMPLETE

Beal Speed Polisher Inc.

4707 S. E. 17th · PORTLAND, OREGON

of state Fair Trade laws to non-signers is in question."

Special problems in the record industry were cited by Columbia Records, Inc., in mid-August in explaining the firm's delay in announcing a return to Fair Trading. President James B. Conkling cited interstate mailing of records and varying price ceilings on different dealers as problems which might hinder enforcement. A non-effective policy would be worse than none at all, Conkling said.

An announcement that Proctor Electric Co. would Fair Trade its products was followed up by issuance of a new Fair Trade price list which set prices at levels lower than the advertised retail ceiling prices that Proctor had been featuring in its national advertising. The company has applied for an OPS Special Order so that uniform retail prices and markups can be used by all retailers under OPS pricing formulas. Joseph Tiers, general merchandising manager for the firm, hailed Fair Trade as being "in effect, a continuance of the thinking behind the Proctor partnership plan because it gives every dealer a legitimate profit." Under this plan, advertised retail prices were maintained but dealer prices were reduced.

Jules Lederer, vice-president and director of sales for National Pressure Cooker Co., told a group of New York distributors in late July that court injunctions would be sought against all retailers selling Presto products in violation of Fair Trade regulations.

New Pricing Rule

A simplified method of calculating manufacturer's ceiling prices for new products has been set up by OPS. The new regulation affects consumer durable goods, including household wares, appliances and radio and television, becomes mandatory after September 24 and may be used at any time before that date.

Basically, the new order (CPR 161) calls for the use of "comparison pricing" of new products with similar products for which ceilings were set under older regulations. Ceilings on base period commodities and of new products for which ceilings were determined prior to the issuance of the new order, are unaffected.

New Stations—Slowly

The list of new TV stations authorized by the FCC is growing—but at a slower pace than was indicated by the Commision's initial batch of construction permits.

As of August 9 the Commission had authorized 36 new stations (including six educational licensees). A total of 101 applications have been designated or slated for hearing with 26 actually scheduled for hearing. But since the lifting of the freeze, the FCC has received a total of 745 applications.

The hearings (for channels where there is competition among several applicants) will get underway on October 1. The first hearings will involve grants in Denver, Canton, Ohio, Portland, Ore., and Waterbury, Conn. The hearings will be taken up in the order specified in the city priority lists already announced. There's some objection to this method from those who feel that initial grants will not be made where the need is the greatest. Denver, for example, has already received three grants and might possibly end up with six before the FCC can schedule a hearing for a city like St. Louis, which although twice the size of Denver and having only one station, is further down on the city by city priority list.

Freezer Report

Salesmen may be overlooking an important sales advantage if they don't stress convenience and time-saving when selling freezers.

They may also be misleading customers if they stress savings possible with a freezer when the prospective owner must rely on purchasing commercially frozen foods at retail prices.

Those are the conclusions to be drawn from a recent report from the U. S. Dept. of Agriculture.

The report, made cooperatively by the Production and Marketing Administration and the College of Agriculture of the University of Arizona, argues that in many cases the advantage of freezers is to be found in convenience rather than economy. The survey was made in two cities, Tucson and Phoenix, to learn how home makers of the area used their freezers.

Time Saver. In Tucson, home freezer owners reduced the time required for shopping and preparing food for cooking by 12 to 20 percent. However, in purchasing frozen meats and commercially frozen fruits and vegetables at retail, little or no savings were made in their food bills when compared to those of families now owning a home freezer.

There is this exception. Freezer owners frequently realize some gain when they purchase foods from firms offering quantity discounts.

There is another exception: the report does grant that freezing and storing home-grown fruits, vegetables or meats and home-prepared dishes is more economical than purchasing the same foods in small quantities at regular retail outlets. It also concedes that purchasing and freezing quantities of fresh foods in season or when prices are low will afford some economy over normal retail purchases. But neither of these situations are attractive to the homemaker from the standpoint of convenience.

How to Use It. The study concludes that if the fullest benefits of economy and convenience are to be derived from a home freezer, foods should be stored in quantity and wide variety.

A copy of the report, "The Relation Between Locker Plants and Home Freezers in the Distribution of Frozen Foods in Arizona: Part 2, Quantity Buying for Home Freezer Storage," may be obtained from the Office of Information Services, Production and Marketing Administration, U. S. Dept of Agriculture, Washington 25, D. C.

Get a head start on competition with

Arvin *America's foremost radio line!*

. . . spearheaded by brand new, fast-selling models!



Arvin Cosmopolitan — Exquisitely styled with lighted pointer and gold-plated plastic numerals; AC/DC superhet with 5 tubes including rectifier, automatic volume control, loop antenna, heavy duty speaker and Velvet Voice tone with Magna-Bass amplifier. California Tan, Willow Green, Ebony and Ivory. **$29.95**



Arvin Sleepytimer — Most beautiful of all clock-radios. Telechron clock and automatic timer; follow-up buzzer alarm; handy 1100-watt appliance outlet; luminous clock hands. Arvin Velvet Voice Radio with 5 tubes including rectifier; rod-type Magnetenna; 5-inch speaker. California Tan, Willow Green, Ebony, Ivory. **$39.95**



Arvin International — Newest short wave receiver for foreign broadcasts, or standard AM programs. Improved AC/DC superhet circuit, with 5 tubes including rectifier, gives amazing range and razor-sharp selectivity. Satin-gold pointer, edge-lighted dial. Beautifully styled plastic cabinet in Sea Mist Gray. **$39.95**

Millions of new radios will be sold this fall. Millions of dollars in profit will be made by energetic dealers. Arvin—America's highest-quality, biggest-value, widest-appeal radio line—is planned to help you get a big share of that profitable business. To meet every purse and preference, Arvin offers 11 different table models in 35 color variations at 12 different prices, ranging from $16.95 to $59.95. They include AC/DC, straight AC, clock-radio, short wave, 3-way portable—and four phono-radio console combinations in addition. All are designed and priced to meet a specific, proved demand.

But the merchandise is only part of the story. Arvin's complete radio selling program for you includes (1) national advertising to millions of magazine readers, (2) newspaper mats and radio spot announcements to help you localize the effect of national advertising, and (3) lavish point-of-sale displays and selling helps to clinch the sale for you! Start planning right now to make the most of it! Contact your Arvin Distributor!

Radio & Television Division

ARVIN INDUSTRIES, INC., Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

Oster gives you combination in any

REG. U.S. PAT. OFF.



Regularly scheduled full pages in these magazines sell Oster



for better living and perfect giving

Oster HIGHEST QUALITY ALWAYS — Guaranteed by Good Housekeeping

SEE YOUR JOBBER OR WRITE FOR DETAILS

©1952

THE FASTEST-GROWING

the greatest of selling features liquefier-blender!

Only the ORIGINAL LIQUEFIER-BLENDER *the* Osterizer

has all these seven practical exclusive features



Only the OSTERIZER has a glass container open at both ends. This exclusive feature permits thorough and speedy removal of all ingredients from the glass container.



Only the OSTERIZER construction permits a thorough and complete cleaning of the cutting blades.



Only the OSTERIZER container bottom is threaded to fit the standard canning jar:

a. This feature is ideal for use in preparing baby foods; spreads; grinding coffee, grains for cereals, dried beans, peas for soups; sauces; etc.

b. Saves food and time by eliminating the transfer of ingredients to another container for refrigeration or storage.



Only the OSTERIZER has a tapered cutting well to permit constant and continuous feeding of ALL ingredients to the cutting blades. This exclusive feature permits faster, finer dry grinding, more rapid and complete liquefying-blending-mixing action.



Only the OSTERIZER has a grip-tite seat that holds container firmly in the base —releases quickly. No posts. No slots.



Only the OSTERIZER has a high speed powerful motor designed to perform all food processing operations with perfection.



Only the OSTERIZER has a tapered, easy-to-clean, fully enclosed motor base.



JOHN OSTER MFG. CO., Racine, Wisconsin

There is at least one prospect in every home for these Oster products



OSTERETT Portable Mixer — the *only* lightweight, powerful mixer for every mixing need.



OSTER Knife Sharpener—the *only* electric knife sharpener that sharpens both sides of blade at one time.



OSTER STIM-U-LAX Junior — the *only* massage instrument with suspended motor action.



OSTER AIRJET Hair Dryer—the *only* hair dryer with today's modern "jet" design. Faster hairdos and shampoos.

Osterizer

THE ORIGINAL LIQUEFIER-BLENDER

ELECTRIC HOUSEWARES LINE IN AMERICA

Hand-Picked Prospects for You



Day after day, the people in *your* territory who are going to build their own new homes are located by the world's largest construction news gathering organization.

Then . . . a book of catalogs, illustrating and describing the varied products needed for new homes, is mailed to these prospects of yours. This book—Home Owners' Catalogs—is used and kept while these prospects are planning what they will want to buy for their new homes. It is important to you that the products you stock, show and sell are completely described to these buyers *before* they make their final decisions.



That is why Crosley distributes its folder, "Meet America's First Family of the Home!" in each copy of Home Owners' Catalogs. Crosley *knows* this is the way to do a thorough pre-selling job for you. Crosley *knows* these home-planners are outstanding prospects for you because they must buy the kinds of things you sell.

Whatever you sell you can get the names and addresses of hand-picked prospects in your territory.

MAIL COUPON TODAY

Tell me how I can get the names and addresses of prospects for new-home products . . . *in my territory.* (Available in local marketing areas within 37 eastern states only).

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

HOME OWNERS' CATALOGS

Dept. CR2, 119 West 40th St., New York 18, N. Y.

SERVICE

Mower School Reopens

Reo Motors' free power-mower service school will reopen next month with an expanded curriculum and larger quarters.

The school, which in the past two "scholastic" years has drawn 350 students, will run from Monday through Thursday beginning October 6 and ending April 2. Courses are open to anyone and applications may be obtained from the Service Dept., Lawn Mower Division, Reo Motors, Inc., Lansing 20, Mich. Tuition, lunches and a graduation banquet are free to enrollees.

Added to the curriculum this year will be instruction on servicing rotary mowers. Lessons on two and four cycle engines will also be included. The school has been moved to larger quarters in the Reo plant and officials expect to train 12 to 14 students each "scholastic" week (compared to 10 per week in the past.)

Blanket Exchange

An automatic blanket service program designed to eliminate all repairs in the field has been launched by General Electric. Inoperative blankets and controls will be exchanged in the field through distributors and dealers. In-warranty blankets or controls are replaced without charge while a charge is made to the consumer for replacing an out-of-warranty unit. (In this case, the dealer realizes a handling allowance.) Dealers have been provided with a test kit to determine the operating condition of blankets and controls.

Service Literature

● "TV Troubleshooting and Repair Guide Book" has been published by John F. Rider, Publisher, Inc., and is available through Rider distributors for $3.90. Described by the publisher as "a complete, down-to-earth book that offers a practical approach to troubleshooting television receivers", the book was written by Robert G. Middleton, senior engineer with Precision Apparatus Co., Inc.

● The third volume of the company's "Pict-O-Guide" has been published by RCA Victor's tube department and is available through August 31 as a bonus to dealers who order 75 RCA receiving tubes or three kinescopes. In addition, purchasers of the specified number of tubes will receive a copy of "TV Servicing Supplement" by John R. Meagher, author of the Pict-O-Guide. The new guide contains 200 pages of detailed service information with 100 photographs showing the effects of operational troubles on the TV picture or test pattern.

Photographs in the "Pict-O-Guide" are unretouched photos taken directly from the screens of operating television receivers.

APPLIANCE DEALERS WHO WANT MORE PROFITS

SELL National® SEWING MACHINES

Now distributed exclusively in the United States by Graybar Electric Company

Longest appliance margins!

The linking of National with Graybar is your opportunity to join the profit trend in appliance selling! Sewing machines *are appliances*. And women, more and more, are looking for them in appliance stores.

You sell a proved product!

National sewing machines are made in the United States by one of America's oldest and largest sewing machine manufacturers—founded 1879. They have a reputation for sound design, easy operation, dependability.

Two great firms help you!

Distribution by Graybar means you have the support of America's leading independent electrical goods wholesaling operation. You'll have Graybar co-operation *plus* factory co-operation all the way. Nationwide promotions are now under way. Liberal co-op plan.

Get dealership now!

National sewing machine franchises are open to aggressive, well-established appliance dealers, home furnishing stores and sewing centers from coast to coast. Get yours now, and be ready for the big fall-sewing and Christmas-giving seasons. See your Graybar representative today.

Made in America Since 1879

National® SEWING MACHINE COMPANY

OFFICES: BEVERLY HILLS, CALIFORNIA
FACTORIES: BELVIDERE, ILLINOIS

Sales double, traffic triples when

"WE had traffic with a capital 'T'! Our 'Advertised-in-LIFE' promotion brought in 3 times as many people as we've had during any promotion since the beginning of '52," states Al Krause, sec.-treas. of Key Appliance, 12 Central St., Salem, Mass.

"Over-all business on the 23 tied-in products doubled during the 10-day promotion," Mr. Krause continues. And according to Henry Vogel, president of the company, "Figures for the entire month of May were way ahead of last year."

Here's how this "Advertised-in-LIFE" promotion, featured in newspaper ads and store-wide displays, upped business at Key Appliance:

Washing machine sales—up 200%!
Sales on refrigerators—up 100%!
Range and TV set sales—up 25%!

A LIFE promotion is a natural for your store, too. For LIFE's advertising reaches 11,880,000 U. S. households every week. And in 13 issues, LIFE reaches 3 out of every 5 households in the nation.*

Families in your town will buy from you if you make it known that your store is headquarters for the products they read about in LIFE. Begin to tie in now—with products to be advertised in LIFE in September.





"Our 'Advertised-in-LIFE' promotion accomplished our 3 major goals," explains Henry Vogel, shown here with Ralph Long, left, and Al Krause, right. "Floor traffic was terrific. We were able to tie in with nationally advertised products. And sales—well, sales were considerably higher than anticipated!"



ties in with ADVERTISED IN LIFE



Sunbeam demonstrator Bernice MacAskill shows coffee-maker to LIFE-reading customer. Newspaper advertising announcing the LIFE promotion brought hundreds into the store. "We certainly want to make this an annual event," states President Vogel.

Figure on bigger and better business—feature these LIFE-advertised products:

MAJOR APPLIANCES

Sept. 8 Westinghouse Laundry Twins—spread, color
Frigidaire Refrigerator—page, c.
Amana Refrigerator—⅛ page
Sept. 15 General Electric Vacuum Cleaner—spread, color
Westinghouse Refrigerator—spread
Magic Chef Range—page, color
American Gas Association—page
General Electric Dishwasher—page
Kirby Vacuum Cleaners—page
Norge Refrigerator—½ page plus ½ page
Sept. 22 Firestone Appliances—spread, c.
Hotpoint Appliances—spread, c.
Bendix Tumble-Action Washer and Dryer—spread
Frigidaire Automatic Dryer—page plus ½ page
Amana Refrigerator—½ page, c.
Universal "Jet 99" Vacuum Cleaner—½ page
Proctor Appliances—page
Sept. 29 Lewyt Vacuum Cleaner—½ pg., c.
Norge Refrigerator—½ page plus ½ page

SMALLER APPLIANCES AND HOUSEWARES

Sept. 1 Community Silverplate—page, c.
Sept. 8 Kem Glo—page, color
1847 Rogers Bros. Silverplate—page, color
General Electric Bulbs—page
Coleman Camp Stove & Lantern—½ page
Dixie Cup—½ page
National Pressure Cooker—½ pg.
Clorox—¼ page
Westclox Clocks—¼ page
Broil Quik Infra Red Broilers—⅛ page
Sept. 15 Kem Tone Paint—page, color
Schick Shaver—page, color
Sunbeam Mixmaster—page, color
Westinghouse Large Lamps—page, color
Borg Scales—½ page
Presto Fire Extinguisher—¼ pg.
Ekco Flint Cutlery—112 x 2 cols.
Sept. 22 Glidden Paint—page, color
International Sterling Silver—spread, color
Telechron Clocks—page, color
Minneapolis Honeywell Automatic Controls—page
Serviset Paperware—½ page, c.
Dixie Cup—½ page
General Electric Clocks—page, c.
Sept. 29 Regina Floor Polisher—page, c.
Westinghouse Large Lamps—page, color

HOME FURNISHINGS

Sept. 1 Kentile Floors—page, color
Sept. 8 Firestone Foamex Mattress—spread, color
Mengel Bedroom Furniture—page, color
Simmons Beautyrest Mattress—page, color
Sept. 15 Lane Cedar Chest—page, color
Springwall Mattress—page, color
Barca-Lounger—½ page
Sept. 22 Cannon Towels—spread, color
Serta Mattress—½ page, color
Sept. 29 Congoleum Nairn Vinyl Inlaid—page, color
Simmons Hide-A-Bed—page, c.
Stiffel Lamps—½ page
Welsh Juvenile Furniture—¼ pg.

RADIOS, TV, RECORDS AND INSTRUMENTS

Sept. 8 RCA Victor Radio and TV—spread, color
Sylvania Radio and TV—spread, c.
Westinghouse Radio and TV—page, color
General Electric TV Tubes—page
Arvin TV—½ page, color
Magnavox—½ page
Sylvania Radio and TV—½ pg.
Hammond Solovox—¼ page
Sept. 15 Motorola TV—spread, color
RCA Victor Records—spread
Hammond Chord Organ—page
Philco TV—page
Bendix Radio and TV—¼ page
Sept. 22 Crosley TV—spread, color
Philco TV—page
Sept. 29 Motorola TV—page, color
Raytheon TV and Electric Equipment—½ page

*Source: *A Study of the Household Accumulative Audience of LIFE (1952)*, by Alfred Politz Research, Inc. A LIFE household exists when one or more adults read one or more out of 13 issues of LIFE.

LIFE

9 Rockefeller Plaza, New York 20, N. Y.

First in circulation
First in readership
First with appliance dealers

BOOST SALES ON TV SETS



ONLY $14.25 LIST

with the NEW

ULTRA Q-TEE

THE FIRST VHF-UHF ANTENNA ALL-CHANNEL 2-83

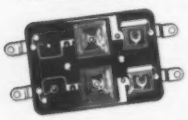
*Lic. A. A. K. Pats. 2,422,458; 2,282,292; others pending.

Install the Ultra Q-Tee Now for VHF and it's ready for UHF

Secret of the Ultra Q-Tee's all-channel operation is the special printed circuit band reject filters (channel separators).*



The round filter above is used to separate the VHF channels 2-13.



Completely new six section printed circuit filter above separates the UHF channels and makes possible the use of a single transmission line for all channels.

The Ultra Q-Tee is a most important development. It solves one of TV's most important technical as well as sales problems by combining both VHF and UHF (all channels 2-83) into a single antenna—*using a single transmission line.* And, most important to you as a dealer, it overcomes the present sales resistance attitude "I think I'll wait for UHF before I buy my new TV set". The Ultra Q-Tee also greatly simplifies installation—eliminates the need for two or more antennas and multiple transmission line and switches. Put the Ultra Q-Tee to work right NOW! —It will increase your sales and profits.

THE LaPOINTE-PLASCOMOLD CORP. EM9
Rockville, Connecticut

Gentlemen: Please send me literature and complete information on the new Ultra Q-Tee antenna.

Company Name .....

Address ..... Zone..... State.....

City.....

Your Name .....

Name of your Jobber.....

Another Great FIRST by VEE-D-X

THE LaPOINTE-PLASCOMOLD CORPORATION—New Address—ROCKVILLE, CONNECTICUT

THE MARKET

Consumers: Ready to Buy?

That's the inference in a new survey which indicates that consumers may have finally overcome "price tag jitters" and may be ready to spend more

Have consumers finally gotten over the price-tag jitters which hit them 15 months ago?

A cautious "maybe"—indicating that consumers are finally accepting current prices—has been turned up by the same team of research experts who survey consumer buying intentions for the Federal Reserve Board.

The new study was made in June by the Survey Research Center of the University of Michigan. The results give some solid evidence as to why consumers have recently begun to spend more freely.

Now's The Time. One clue to the shift of consumer attitudes toward prices is a slight increase in the number who (in June) thought it was a good time to buy. A year ago, only 25 percent said it was a good time to buy. In the FRB's 1952 survey (last January and February), "less than 30 percent" said it was a good time to buy. In the June survey, the figure inched up to 33 percent.

This, of course, leaves most consumers still with the opinion that it is a poor time to buy—and high prices are still given most frequently as the reason why.

But the number complaining about prices last month was down markedly from June a year ago, the researchers reported. It's too early to infer that people are getting used to present prices, they warned. But just the same, their findings point to a gradually expanding buying mood with price acceptance the key.

There's one cloud on the horizon. If the steel strike settlement should result in a round of price rises in finished goods, consumers could change their minds again. The new survey was made after the steel strike had started, but before it had made much of an impact on consumers.

Why the Timing. Four reasons popped up consistently among those who think this is a good time to buy household appliances. Topping the list: prices aren't coming down, and we can afford to buy even at today's prices. Mentioned less frequently were the absence of credit controls and price drops which consumers noted on some appliance lines.

While a good many consumers have crossed off the prospect of price declines, there's a growing feeling that prices aren't going up, either. Only 25 percent said they expect appliance and clothing prices to go up in the next 12 months. A year ago, 60 percent expected rises.

Consumers: They're Buying

That's the conclusion to be drawn from reports of continuing good business in appliances; room coolers set the most spectacular pace with sell-out business

When business has been bad for some length of time, it's difficult to put your finger on the week or month that things begin getting better. Industry has no barometer to indicate its health, and different levels feel recovery at different times.

But as the dog days of August arrived last month, it was evident that the business upswing which had begun to be felt "sometime in June" was a genuine one. And, if one were willing to settle for June and early July statistics, figures could be produced to prove that things did indeed improve with the advent of warm weather.

Take NEMA's major appliance production reports, for example. Refrigerators in June jumped up to 375,000 units after having bumped along below the 300,000 level for the first five months of the year. And for the first time this year, production was better than same period a year ago.

(For a look at sales figures on other products, see page 276.)

Or take the reports of individual companies. Universal Major Elec Appliances, Inc., saw sales rise to $1.2 million in June, highest in the company's brief history.

Late in July Crosley's William A. Blees called a New York press conference to describe what he had observed in a six week nation-wide tour. His conclusion: Business is picking up and "everything" points toward a real upswing during the next few months.

The most spectacular good health in the trade was being enjoyed by the manufacturers of room air conditioners. In mid-July Remington's Herbert L. Laube reported to the company's regional sales managers that the company was back ordered on room air conditioners.

The Remington case was not an isolated example. Almost every firm in the field reported a sell-out.

Reporting on somewhat larger units, Westinghouse officials said that shipments of self-contained air conditioners in the first six months were 42 percent greater than ever before.

It's a Sales Sensation... AND YOU GET IT FREE!

CASCO'S Sure-fire "15 DAY FREE TRIAL" PROMOTION PACKAGE

Only Casco makes it possible for you to offer your customer a steam and dry iron for 15 DAYS FREE TRIAL right in her own home — and there's never a risk or a loss for you! If she's not 100% satisfied, if she doesn't think Casco is the finest steam and dry iron she's ever used — you take back the iron and refund her money.

Your wholesaler will replace the used iron with a new one for your stock. No strings attached! No gimmicks! It's a straight, open-and-aboveboard free trial offer plus the most powerful sales promotion package you ever saw . . . loaded with eye appeal and buy appeal!



"FREE TRIAL" DISPLAYS Blending the attractive Casco package and the functional beauty of the iron itself into eye-catching unit displays for your window or counter. They stop 'em in their tracks!



"FREE TRIAL" WINDOW BANNERS
For big banner sales, display these colorful Casco sales makers prominently. They bring 'em in—to try—and buy!



"FREE TRIAL" STUFFERS You get a supply of colorful double-fold mailing pieces! It's a bang-up account opener and a sales clincher all the way.



Plus SENSATIONAL EXTRA PROFITS FOR YOU!

CASCO'S SPECTACULAR "BLUE CHIP" OFFERS GIVE YOU...

OVER 41% PROFIT

WITH "BLUE CHIP" OFFER A, YOU GET THIS $19.95 IRON **FREE**

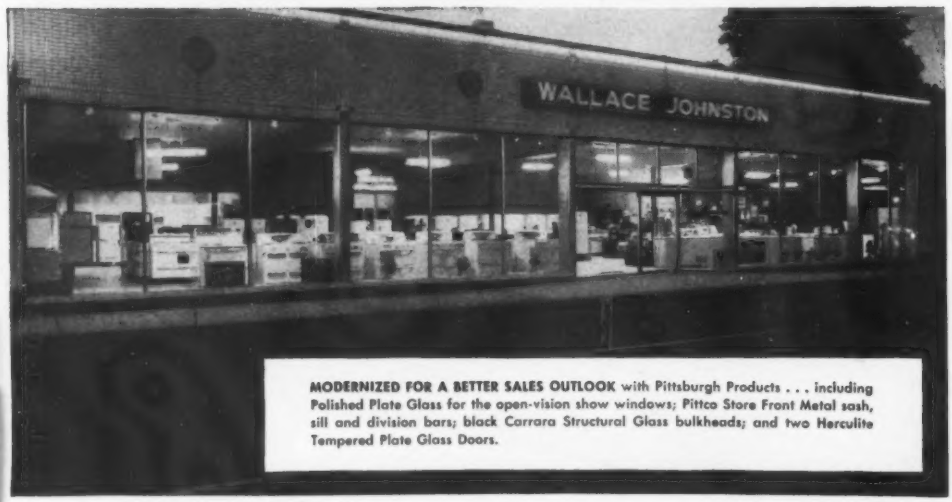
WITH "BLUE CHIP" OFFER B, YOU GET THIS $19.95 IRON FOR ONLY **$6.00**

JOBBERS' STOCKS of CASCO Extra-Profit "BLUE CHIP" OFFERS ARE LIMITED

ORDER YOURS NOW!

CASCO PRODUCTS CORP.
CASCO
BRIDGEPORT 2, CONN.

This appliance dealer put his entire store on display when he *modernized for better business with a Pittsburgh Store Front*



MODERNIZED FOR A BETTER SALES OUTLOOK with Pittsburgh Products . . . including Polished Plate Glass for the open-vision show windows; Pittco Store Front Metal sash, sill and division bars; black Carrara Structural Glass bulkheads; and two Herculite Tempered Plate Glass Doors.

"Our new store front installed by Pittsburgh has added much to the value of the display of appliances on our sales floor. It has, also, helped us to get a better display of merchandise at night when we are closed."

says Wallace Johnston, Memphis, Tenn.



A MODERN, inviting Pittsburgh Store Front will help you build better business. A smart, eye-catching front makes your appliance store stand out from its competitors . . . gives it an air of progressiveness that will impress today's critical shoppers. It will help you extend your trading area . . . boost your sales volume!

When you remodel your store be sure to do a thorough job. Give it a new sales personality *inside* as well as out, for it's the *complete* job that pays the biggest dividends in increased business.

For information about Pittsburgh modernization materials and photographic examples of actual Pittsburgh installations, write for our booklet, "How To Give Your Store The Look That Sells." No obligation, of course. Just return the coupon.

Store Fronts and Interiors by Pittsburgh



Pittsburgh Plate Glass Company
2221-2 Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me a FREE copy of your modernization booklet, "How To Give Your Store The Look That Sells."

Name.....

Address.....

City.....State.....

PAINTS · GLASS · CHEMICALS · BRUSHES · PLASTICS

PITTSBURGH PLATE GLASS COMPANY

ASSOCIATIONS

Orr Heads Drive

G. W. Orr, general sales manager for Chicago Electric Mfg. Co., has been appointed chairman of the sales promotion committee of the NEMA electric housewares section. He succeeds James P. McIlhenny of Waring and will be assisted by John J. Reidy of Casco.

At a meeting of section in Atlantic City in early July, members approved plans for the fall-Christmas phase of the electric housewares gift campaign. A dealer kit will include a comprehensive sales planner to allow dealers to plan tie-ins with the Christmas campaign.

Water Systems Month

National Water Systems Month will be continued in 1953, members of the National Assn. of Domestic and Farm Pump Mfrs. decided in July. At their semi-annual meeting in French Lick Springs, association members heard reports that over 60,000 dealers participated in the May promotion this year and that utility cooperation is steadily increasing.

The pump manufacturers group will celebrate its 20th anniversary this fall and the event will be observed at the group's annual meeting in Chicago on October 2 and 3.

Association Briefs

● New membership dues brackets will be put into effect by NARDA on October 1. The dues, approved at the mid-year meeting, range from $25 for stores doing $50,000 or less volume to $100 for dealers doing over $500,000. The new rates represent a general downward adjustment.

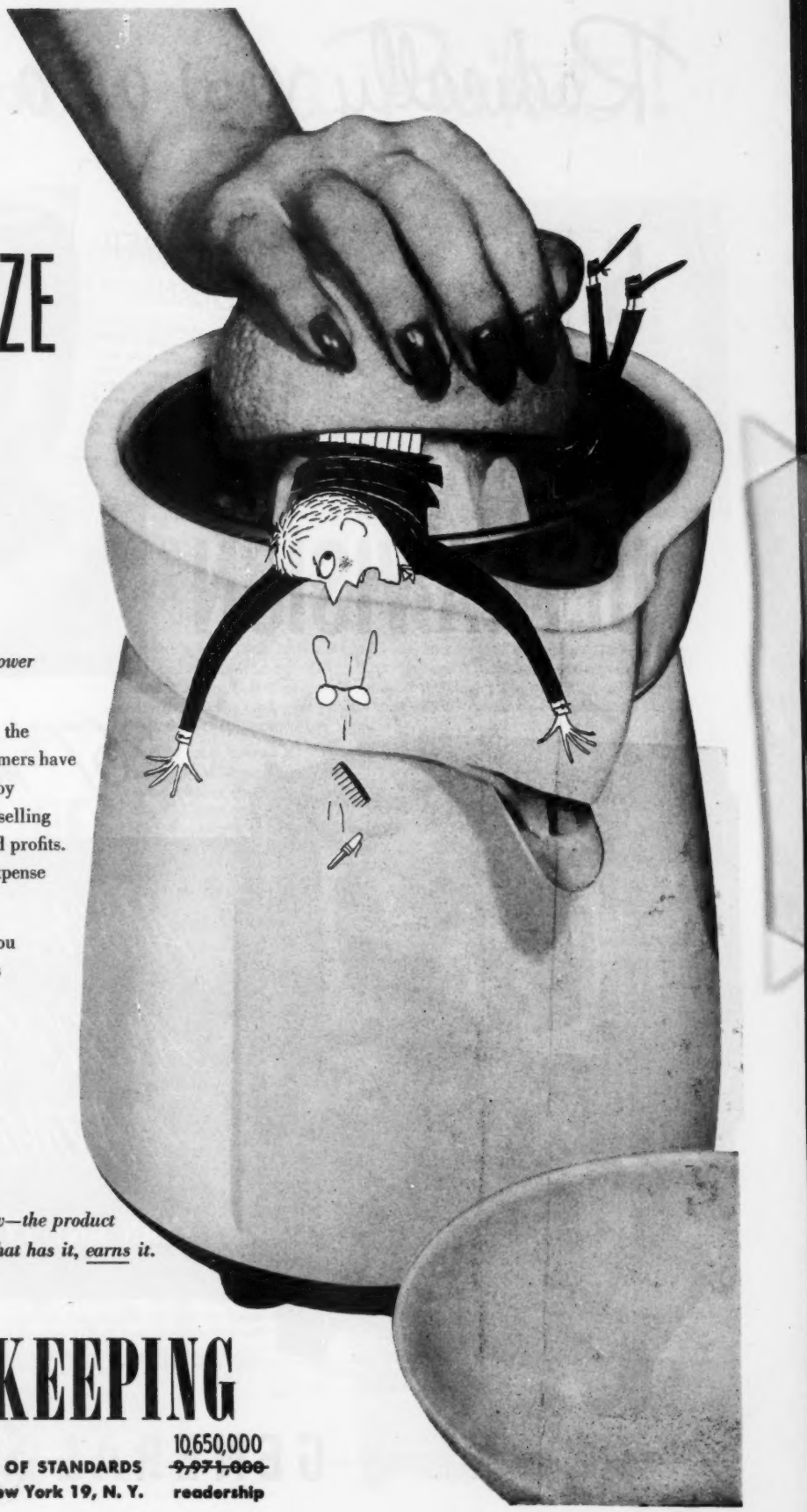
● Plans for the 1952 National Farm Electrification Conference in Detroit on October 20 and 21 are being completed.

Heads N.Y. Round Table



JESSIE BAKKER, equipment editor of Family Circle magazine, has been elected chairman of the New York chapter of the Electrical Women's Round Table. Other officers include Ruth Marie Jensh of Admiral-New York, Rose V. White of Corn Products Refining Co., and Lisbeth Brasher of Detergents, Inc.

is the BIG SQUEEZE reducing your profits to a pulp?



Caught between rising selling costs and lower profit margins?

There's a solution—feature products with the Good Housekeeping Guaranty Seal. Customers have more confidence in brands guaranteed* by GOOD HOUSEKEEPING. They sell with less selling effort. Increased unit sales mean increased profits. Assured dependability helps cut down expense on servicing and returns.

Don't let the big squeeze extract profits you should be getting—concentrate on products backed by the Guaranty Seal.

*

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Women know—the product that has it, earns it.

GOOD HOUSEKEEPING

35¢ per copy

THE HOMEMAKERS' BUREAU OF STANDARDS
57th Street at 8th Avenue, New York 19, N. Y.

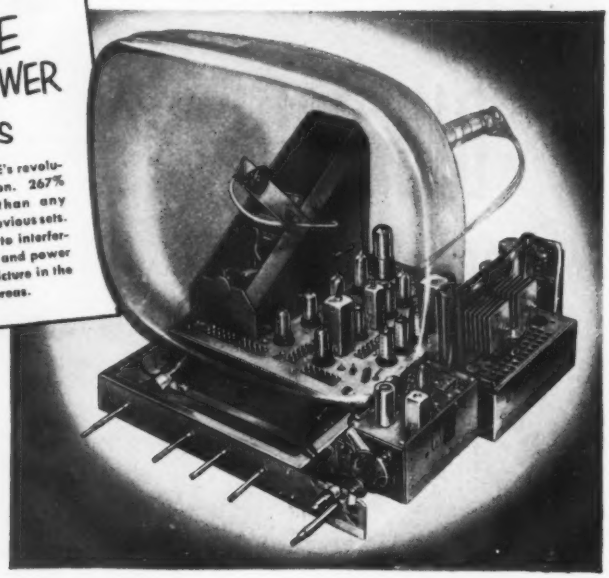
10,650,000
~~9,971,000~~ readership

Radically new as a Jet engine

G.E.'s NEW ULTRA-VISION

New G-E STRATOPOWER Chassis

. . . the heart of G-E's revolutionary Ultra-Vision. 267% more sensitive than any chassis found in previous sets. Virtually immune to interferences. More range and power for clear steady picture in the tough reception areas.



267% more sensitive!



LUCILLE BALL
Star of CBS Television's
"I Love Lucy!"

ANYWHERE GREATER POWER
ANYPLACE CLEARER PICTURE
ANYTIME LESS GLARE
THAN ANY TV TESTED NATIONWIDE!

Model 21C214. All new 21-inch console with new G-E Stratopower chassis. Beautiful doors framed in *solid* mahogany. Concealed swivel casters. **$449.95***

**Includes Federal Excise Tax, one-year Factory warranty on picture tube and 90 days on parts. Slightly higher West and South. All prices subject to change without notice.*

You can put your confidence in — **GENERAL ELECTRIC**

...Revolutionary as a Rocket!



Ordinary picture tube. Has no mirror to direct light. Wayward light is lost. Image is weaker. Picture quality is degraded. Whites are dark, blacks too gray! Result: poor contrast, less realism.

G-E Ultra-Vision—World's only TV with 21" G-E cylindrical-faced Aluminized Tube, plus tilted dark tone safety glass. Banishes glare. Widest range of contrast ever achieved. Blacker blacks. Whiter whites. 3 dimensional definition. See the dramatic difference.



Acclaimed at the shows . . . TV's finest picture!

FAST-TURN 15 MODEL LINE 17's 20's 21's prices from $199.95

(Includes Federal Excise Tax, one-year Factory warranty on picture tube and 90 days on parts.)

THE whole trade is buzzing about G.E.'s new Ultra-Vision! Ask anyone who saw it at the Music Show in New York! Ask anyone who saw it at the G-E distributors' special previews! They'll tell you it's the finest, clearest, sharpest picture ever seen! Proved by comparison! They'll tell you it sets a new high standard for television reception!

Radically new as a jet engine—G-E Ultra-Vision is 267% more sensitive than any previous sets. Here is the only 21-inch TV in the world using the cylindrical-faced G-E Aluminized Picture Tube . . . *plus* the G-E optically tilted and tinted safety glass . . . *plus* the great new G-E Stratopower chassis. These radical advancements—greatest in the industry's history—add up to *Greater Power* anywhere . . . *Clearer Picture* anyplace . . . *Less Glare* anytime—than any TV tested nationwide.

The new G-E story breaks in full-page national magazine ads, network TV promotions, dramatic TV film commercials, and intensive 20-times-a-week spot-radio campaign. Visit your G-E distributor today.

The new fast-turn G-E line includes the hottest 17, 20 and 21-inch values in the industry! Fifteen brand new models—all easily adaptable to UHF. G-E retail prices include federal tax and warranty—no "extras." Sell the quality line of the industry—G-E Black-Daylite TV.

General Electric Company, Receiver Department, Syracuse, N. Y.

BLACK-DAYLITE TV



MODEL 21C201. Magnificent open-face 21" console with genuine mahogany veneers top and sides, and solid mahogany mouldings and front frame. 2" concealed swivel roller casters.
$419.95*



MODEL 21C202. Genuine comb grain American oak is used in this lovely new 21" console of modern design. Non-marking swivel casters are concealed in base.
$439.95*



MODEL 21C206. Finest example of American Provincial design in genuine black cherry veneers. Beautiful half doors. 21" Tube. Easy-moving swivel casters concealed in base.
$449.95*



FUN: Two members of the American Home Laundry Manufacturers Assn. enjoy a round of golf on Mackinac Island's picturesque course during summer meeting of the group. Over 250 members, associate members and their wives attended the meeting in late July.



BUSINESS: Howell Evans presents a plaque to Easy's G. W. Burns in memory of J. C. Nelson and H. Paul Nelligan, former association members who died during the year.

AHLMA'S Summer Meeting: Lots of Fun.....and Some Business

The summer meeting of the American Home Laundry Mfrs. Assn. is traditionally more a social than a business gathering. That's why the group so often—as it did this year—picks a resort center like Michigan's famed Mackinac Island.

But there was more than golf and sightseeing on tap for the 250 members and associate members and their wives who made the trip north. During business sessions they heard their president, Frederick M. Mitchell, review the association's activities during the past year and reveal that the group would soon become active in "the relatively new and important field of industrial relations." Highlight of the business sessions was a marketing and distribution forum which included spokesmen for the manufacturer, the retailer and the consumer.

What's Ahead. During the forum Dr. Vergil D. Reed, vice-president and associate director of research for J. Walter Thompson Co., gave the group a look at the future market for the industry's products. Pointing out that "the people, the households and the purchasing power are here", Dr. Reed told the group that "The rest is up to you, your distributors and your retailers. If you can't prosper in such a favorable climate as this, then 'God have mercy on such as these'".

Dr. Reed told the group that in the past ten years the population has grown by more than 19 million persons and that the number of households has been increasing at a rate approximately twice that of the population growth. He admitted that during the 1950's there would be fewer "first sales" since the growth of households will slow down because of the low birth rate of the 1930's. Increased life span also enlarges the potential market, Dr. Reed pointed out.

The Manufacturer. Maytag vice-president Roy Bradt, representing manufacturers on the forum, warned the group that distribution of appliances, based through decades on a sound dealer foundation, is threatened today by "adventurers, slickers, fly-by-nights and opportunists."

Bradt indicted manufacturers both directly and indirectly with responsibility for this situation. Directly, he said that lack of sound regulation of field inventories and "loading and forcing" of dealer and distributor stocks had contributed to the dealer's present plight. Manufacturers are indirectly responsible, he pointed out, because many retailers had never lived in a competitive market and depended on distributors and manufacturers for examples of how to survive.

"The primary and basic purpose of being in business is to make money, and a fair return can be realized only by making a good product and sticking to a good sales policy," Bradt pointed out.

The Retailer. Robert Armstrong, managing editor of ELECTRICAL MERCHANDISING, warned the meeting that while the market's potential may be promising, the retailer now "stands in a very peculiar and uncomfortable position. He has one foot in his Cadillac and the other foot in debt."

The industry's growth will bring about fundamental changes in the pattern of retail distribution. Consolidations and a turn to full line manufacturing will affect the dealer, "perhaps to his eventual benefit." Other changes affecting the dealer are the mushrooming of factory-branch distributorships, the growth of retailer chains and the appearance of transshippers.

"The squeeze on the small dealer is a problem which must be solved if he is to survive," Armstrong warned. "Present gross margins are not enough in a period of rising operating costs to permit the average good dealer to do the kind of a job which will sell the most merchandise."

The Consumer. Dr. Florence Ehrenkranz of Iowa State College told the meeting that she was "very aware of two problems from the consumer's viewpoint with respect to washers." They were the number of makes and models on the market and the difference in prices.

Offering a set of rules for the consumer, Dr. Ehrenkranz said: "Buy major appliances of well-known makes. Buy according to your needs. Inquire from acquaintances who own appliances you are considering what features they like and what they do not like. Examine many makes in stores. It is fun to get educated about appliances. Have a demonstration or, better yet, use it yourself before you purchase. Read the warranty before you buy and also learn the possible installation problems and costs."

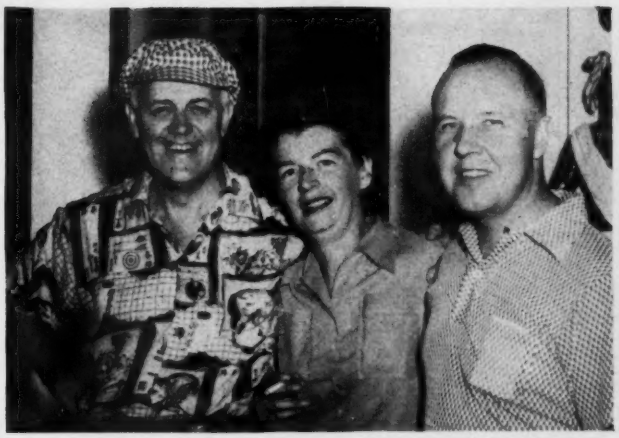
Business. In addition to its new program in industrial relations, AHLMA is also preparing a training course for retail salesmen and a laundry planning book for architects, Mitchell reported. Plans for the business information program include further development of statistical activities, domestic and foreign marketing data and traffic and shipping information.

Looking at the future, Mitchell predicted that about two million ironers with a retail value of $400 million and over 6.5 million dryers with a retail value of $1.6 billion would be sold in the next five years. Household washer sales may climb to as much as 17.5 million units in the same period, he said.

Laundry Men Relax In a Variety of Ways . . .



FOOD: Mr. and Mrs. J. S. McKenney (Apex) and Mr. and Mrs. Terry Craig (Mullins Steel) help themselves at a "come and get it" dinner.



SPORTS clothes are the uniform of the day for John Wicht, left, and Mr. and Mrs. Reginald Lenna, all of Blackstone.



MUSIC: G-E's Lloyd Hertzler takes over as vocalist with the orchestra.



SUN: Earl Bridge (formerly of Norge) and Tide's Paul Berner visit on veranda.



FUN: Westinghouse's R. J. Sargent shows off a pair of "smarty pants."

. . . Marketing Forum Highlights Brief Business Session



PANEL MEMBER Florence Ehrenkranz speaks for the consumer. At left is Bob Armstrong of ELECTRICAL MERCHANDISING, representing retailers. At right is meeting chairman George Green.



PANEL MEMBERS Roy Bradt of Maytag, right, and Dr. Vergil Reed, left, await their turn at the microphone. In the center is F. M. Mitchell of Frigidaire, president of AHLMA.



PEEP SHOW for Music Show visitors was provided by Webster-Chicago. Knot-holed fence gave music merchants a chance to preview some of the products slated to be formally introduced later in the summer at Webcor's own convention.



NEW DISPLAY table is explained to E. Pat Toal and W. J. Seemuth of Milwaukee by Si Fassler, ad manager for G-E's home receiver division.

Music Show: Good Trade Despite the Weather

Good attendance, general air of optimism mark 51st annual show; outgoing NAMM president warns that stores may drop TV if profit margins are not improved

THE last week of July in New York City was hot and sticky—but not hot enough or sticky enough to keep over 7400 persons from visiting the 51st annual Music Industry Trade Show in the non-air conditioned Hotel New Yorker.

The attendance figure—about equal with last year's Chicago show—was somewhat below advance predictions and show officials felt that hot weather may have kept some show visitors away.

The hardy souls who did brave the weather found business fairly brisk and showed a general air of optimism over fall business. Even television manufacturers, who have found little to smile about at trade shows for some time past, registered general satisfaction with the result of the exhibit.

At the show's opening press conference only one reference was made to television (emphasis was on musical instruments throughout the formal program). But the single reference was a sobering one: outgoing NAMM president Ray Erlandson warned the trade that "We are not promoting television sales, and unless larger gross profits are forthcoming, I believe that we will go out of this business entirely and concentrate more intensively on radio phonograph sales. customers' installations and efforts to increase interest in recording instruments." Erlandson emphasized that he was speaking as an individual and not as a NAMM spokesman, but pointed out that his own experience had been supported by observation of the difficulties other merchants were having with television.

While Erlandson's sentiments received some support, there was no lack of interest in TV on the part of show visitors. The ballroom and salon exhibits on the second floor were well attended and the smaller upper-floor exhibit quarters appeared to be well patronized during the show.

(MORE PICTURES ON PAGE 238)



HAND TO HEAD, Tele-King's Benn L. Wiener attemps to answer a question posed by Ronald Stevens of the Robert Simpson Co., Toronto.

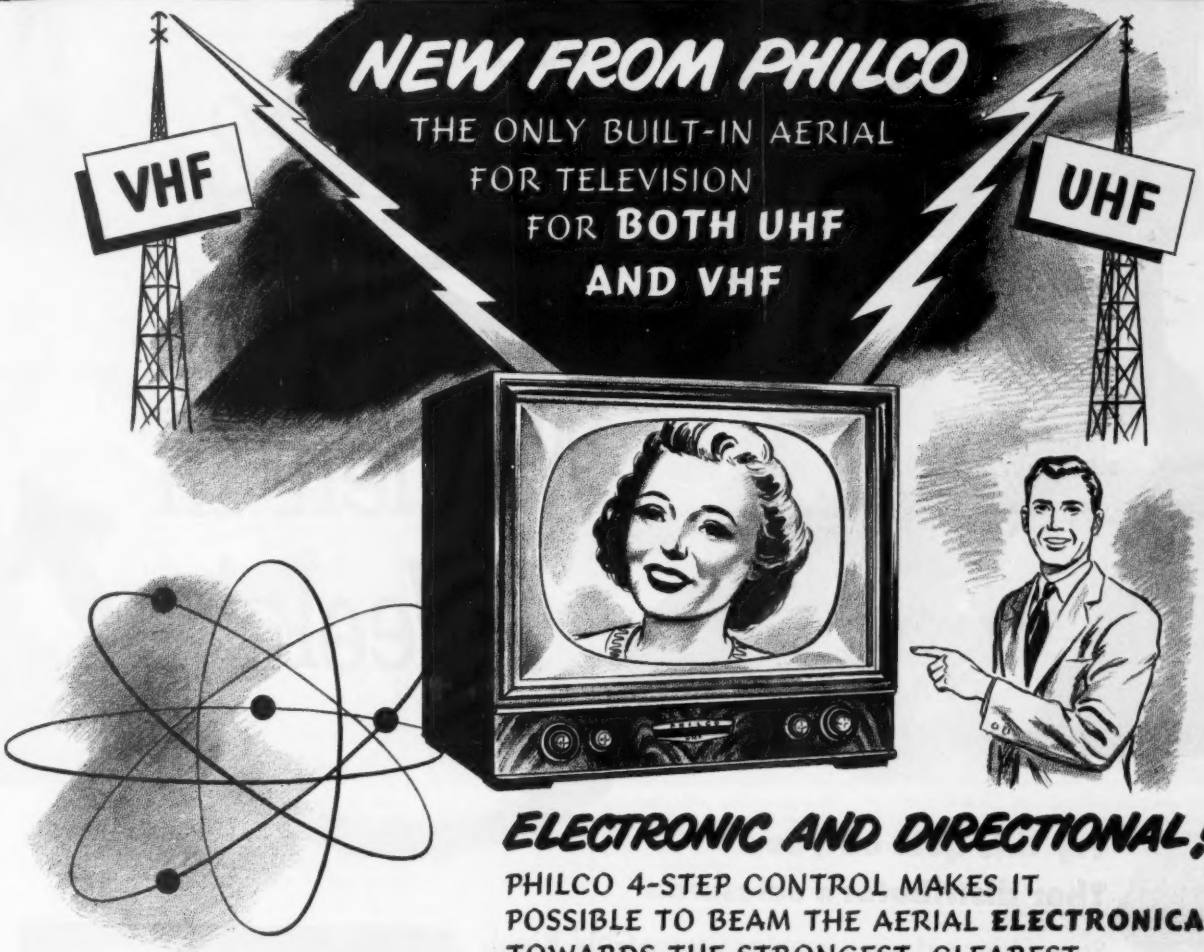


IN A HUDDLE, Majestic's Leonard Ashbach, left, discusses a problem with Samuel Gross of Famous-Barr, St. Louis. Back to camera is Milton Hessel.

QUALITY FIRST... A PHILCO POLICY

NEW FROM PHILCO

THE ONLY BUILT-IN AERIAL
FOR TELEVISION
FOR **BOTH UHF**
AND VHF

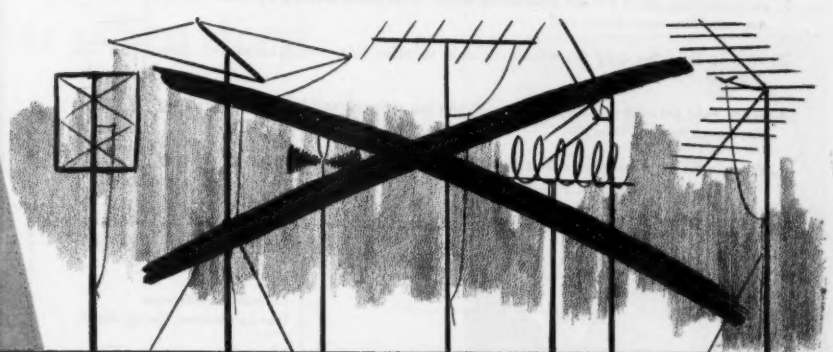


ELECTRONIC AND DIRECTIONAL!

PHILCO 4-STEP CONTROL MAKES IT POSSIBLE TO BEAM THE AERIAL **ELECTRONICALLY** TOWARDS THE STRONGEST, CLEAREST SIGNAL FROM ANY STATION. ACTUALLY IT'S **LIKE FOUR AERIALS IN ONE!**

JUST PLUG IN AND PLAY!

NO OUTSIDE AERIAL NEEDED FOR **UHF** OR **VHF** IN UP TO 8 OUT OF 10 LOCATIONS



PHILCO FAMOUS FOR QUALITY THE WORLD OVER



Thor Franchise Dealer

Hector A. Gauthier

Gauthier's Good Housekeeping Shop
Worcester, Mass.

Sells 22 *Thor*® Washers in 1 Week!



Try this quiz on your Thor distributor's salesman

Stump him and win a genuine Cameo Gold Ring!

®REG. U. S. PAT. OFF.

QUESTION	SCORE
1. How does the Thor 5-Year Guarantee differ from those offered by other washing machine manufacturers?	
2. Why is Thor the only manufacturer able to offer this comprehensive 5-Year Guarantee?	
3. What Thor product will help me exploit the least developed but fastest growing appliance market today?	
4. What is the "Homemaker's Quiz" and how can it be used to increase my profits?	

My Name .....

Firm Name .....

Street .....

City ..... Zone ..... State .....

My Thor distributor's salesman's name is .....

.....

M. R. WILSON
General Sales Manager
Thor Corporation, Chicago 50, Ill.

I stumped my Thor Salesman. Send me a Cameo Ring!





Early in March, Northeastern Distributor's (Thor) salesman *Ralph Tupper* called on Hector Gauthier, gave him news about the coming Thor Spring Beauty Promotion. Gauthier immediately spotted it as a winner. Quipped "It's a BEAUT!"



Gauthier went "all out" for a tie-in with the Promotion. Checked his inventory of washers, ordered big supply of Week-Ender Kits and that terrific give-away—Lilt Home Permanents—and then used plenty of Thor admats in his local newspaper.



Thor radio announcements worked hard for Gauthier! Five days per week, local women were urged to get a FREE package of Lilt home permanent—and to get a $39.50 value Week-Ender Kit as a gift with the purchase of a new Thor Washer.



He left nothing undone to make his window identify his store as the place to take advantage of this sensational new Thor offer. The Lilt home permanent give-away for watching a demonstration—and the Week-Ender Kit got top billing along with Thor Washers.



Only two women at a time were permitted to watch each Thor Washer demonstration, in the belief that each woman could thus be given more individual attention. Women stood in line to see demonstrations and get free package of Lilt.



Each woman who received package of Lilt for watching demonstration was asked to fill out card with her name and address. Within a week after the demonstration Gauthier's salesmen made followup calls on these women—scored many sales.

$25.00 REWARD

for your successful Thor selling story!

Thor Franchise Dealers, Attention! Thor Corporation will pay $25 each month, until further notice, for the most interesting and unusual stories of success in selling Thor Washers. If you have a story, we'd like to feature you. Just give the story to your Thor Distributor's Salesman—he'll handle the details from there on in.

Thor CORPORATION, Chicago 50, Illinois

Automatic, Spinner & Wringer Washers • Dryers

P.S. The man on the right is me. I'm handing a crisp $25.00 to Mr. Gauthier for his interesting and inspiring story of good salesmanship and good merchandising. Why don't YOU get into the act, too!

(Signed) BOB WILSON
General Sales Manager



Don't miss the boat!

book your order now for early fall delivery



THE DRYER WITH THE SUNSHINE BUILT IN

STIGLITZ Sun-Aire®

Automatic Clothes Dryer

It is going to be a big winter for clothes dryers . . . and Stiglitz Sun-Aire has the new features buyers will be looking for. Take a tip from those who saw it at the Market, place your order now while there is still time, before the Sun-Aire promotion gains momentum. Get in on the ground floor with the Dryer that *has everything!*

FREE ADVERTISING HELPS to help you sell

Radio and TV Spots
Singing Commercial
Newspaper Mats
Consumer Folders
Advertising Allowance

CHOICE TERRITORIES STILL OPEN FOR AGGRESSIVE DISTRIBUTORS

Write, wire or phone for Prices, Discounts and Details of Sun-Aire's Nation-Wide Promotion.



MADE BY THE MAKERS OF FAMOUS STIGLITZ Warm-Aire HEATERS

A Complete Line for Gas, Oil and Coal

THE STIGLITZ CORPORATION Louisville 3, Kentucky

The Oldest Stove Manufacturer in America



CLOCK-RADIO operation is explained to field man Judd Hull of New Haven by Sparton advertising manager William Fors, left.



OLD FRIENDS, Larry Hagaman, director of advertising for Magnavox, and travel agent Leon V. Arnold, right, get together at the Magnavox exhibit.



CANADIAN QUESTIONS are answered by Du Mont's Joseph H. Moss, Jr., left, for William C. Short, sales manager for Canadian Aviation Electronics, Ltd., Montreal firm which will produce Du Mont sets in Canada.



Turns up volume 74%

What happened recently is really something for the books—Sylvania's books. That was the day Sylvania Electric Products, Inc., ran a half-page, full-color ad for their table radios and clock radios in The Saturday Evening Post. Two weeks before, Victor H. Meyer, Sylvania distributor for the New York area, mailed his promotional material for tying in with the Post... briefed them at meetings on how to use it fully. They did. The day the ad broke, Post banners and placards plugging Sylvania went up in the stores. Results were staggering—Sylvania radio sales shot up 74% in the New York area. Another example of a Post ad plus Post tie-in making point-of-sale IMPACT!

The Saturday Evening POST -gets to the heart of America

SPARTON DEALERS!

How's this for a national TV campaign that sells?



Appearing in the

POST

COLLIER'S

HOLIDAY

and TIME

ON EVERY side Sparton dealers are finding a new, aggressive approach in the Sparton way of doing business.

There are new models, new merchandising, new promotions, a greater-than-ever zip in Sparton selling. Now Sparton tops its plan with a great new fall and winter national advertising campaign that talks the greatest language in retail selling . . . "your money's worth!"

No "me, too" advertising claims. No vague generalities. Nothing but facts about Sparton manufacture that start selling for Sparton dealers right on the magazine page.

And those magazines include *The Saturday Evening Post, Collier's, Time* and *Holiday* . . . the cream of the national magazines . . . every month.

There's real steam behind the sensational Cosmic Eye theme Sparton launched for you last year.

IF YOU ARE NOT A SPARTON DEALER

Inquire today if the Sparton franchise is available in your community or shopping area. It may be the most important letter you ever wrote. Address: B. G. Hickman, Sales Manager, Sparton Radio-Television, Jackson, Michigan.

THE SUPERB Sparton

THE SET THAT STAYS SOLD

SPARTON RADIO-TELEVISION • JACKSON, MICHIGAN

...and SPARTON DEALERS!

How's this for a profit line that stays sold?



Model 5301—The Sparton Danbury—List $199.95
(incl. Fed. Tax and warranty)

New 1953 Sparton models tap every price bracket in the market... and *you* have an exclusive franchise in your shopping area!



Model 5340—The Sparton Glenhurst—List $279.95
(incl. Fed. Tax and warranty)



Model 5343—The Sparton Gilmore—List $339.95
(incl. Fed. Tax and warranty)



Model 5380—The Sparton Courtland—List $339.95
(incl. Fed. Tax and warranty)



Model 5386—The Sparton Courtney—List $459.95
(incl. Fed. Tax and warranty)



Model 5390—The Sparton Cambridge—List $589.95
(incl. Fed. Tax and warranty)

DEALERS who saw these newest Sparton winners at our dealer shows in 60 cities gave them rave reviews.

Advance sales in the hot election-watching market prove that once again, Sparton dealers have *the* line for features, styling, variety of choice, TV values and profits.

See your Sparton District Merchandiser today. Or write: Sparton Radio-Television, Jackson, Michigan.

THE SUPERB Sparton

THE SET THAT STAYS SOLD

Adding the Hoosier Touch

Arvin invites its distributors to Indiana for introduction of new lines; TV line highlighted by addition of 27-inch set

There was a Hoosier touch to Arvin's three distributor conventions in late July in Indianapolis. The out-of-staters were treated to lunch at Booth Tarkington's Athenaeum Club and listened to the Purdue glee club. As far as business was concerned, they got a good look at future plans and products.

Tops in interest was the firm's 19-model television line, which included, for the first time, a 27-inch set. The TV line is broken down into two series.

A 39-model radio line with sets ranging in price from $16.95 to $59.95 was unveiled.

Added to the housewares line were an automatic coffee maker and an automatic space heater. The new "coffee perk" makes three to nine cups, will repeat without cooling off, and lists for $29.95. The heater operates at 1650 or 1320 watts.

Advertising plans include TV, radio, newspapers, magazines and a 100 percent factory-paid key-city campaign.



CHECKING to see that everyone is satisfied with lunch, Arvin's Harlan B. Foulke looks in on Atlanta's Bob Style and Wes Davis.



BETWEEN presentations, Arvin's Weldon Payne, left, and Ray P. Spellman, second from right, visit with Charles A. William and Don C. Smith of Charlotte.



AT THE PRESIDENT'S table, C. O. Canniff, right, of San Francisco lunches with Arvin president Glenn W. Thompson.

"Downright Enthusiam"

Executives of Sylvania's radio and television division regard the future with "optimism and downright enthusiasm," Arthur L. Chapman, vice-president and general manager of the division told distributors in late July.

Meeting in New York for a distributor convention at which Sylvania unveiled a new 30-model TV line, the distributors were cautioned that business would be good only for the businessman who makes it good. "During the coming year," Chapman said, "markets will continue to be intensely competitive, and will of necessity challenge the businessman's ability to make a profit."

Distributors were shown a variety of means for adapting the new Sylvania sets to UHF reception. Sixteen of the sets have an "ultrapower" tuner which has a provision for a built-in adapter; sets may be purchased with the complete tuner or the UHF built-in adapter may be added later. In addition, the company has an external adapter which requires no installation and can be used on any Sylvania set (and any model of all other manufacturers). Finally, the firm can supply conversion strips for converting a single channel at a time. Because of performance limitations and the limited number of channels available with this form of conversion, however, the company is not recommending the strips. The firm also showed a built-in UHF antenna.

Air Conditioning Huddle



EXECUTIVES of the Remington air conditioning division of Remington Corp. confer during a mid-summer conference with regional sales managers at Skaneateles Lake, New York. From left to right are vice-president Mark Watkins, president Herbert L. Laube, general sales manager M. L. Judd and manufacturing vice-president F. S. Stidfole.

For the Plumber

Additional competition within the kitchen cabinet industry was indicated this summer as American Radiator & Standard Sanitary Corp., launched its new line of steel kitchen cabinets.

That the competition is likely to be felt at the retail level was indicated by Charles A. Reinbolt, Jr., sales manager of the company's kitchen division, when he told 23 newly appointed kitchen sales specialists that "the plumber is the most logical person to sell and install a complete kitchen."

"For the same reason," continued Reinbolt, "it is just as logical for American-Standard, with over 90 years experience in manufacturing plumbing fixtures, to make and supply these cabinets."

The new American-Standard cabinets include a "convertability" feature which allow doors, sliding shelves, exposed and concealed drawers in base and undersink cabinets to be added, removed or switched from place to place. Over 9000 combinations are possible, company officials said.



Keep your gravy train on the main line



• This year more than *two million* American families will buy automatic water heaters! A good many people in your trading area have already decided that the best in automatic water heating *costs less* in the long run. Keep *your* gravy train on the right track by promoting the features that have made Toastmaster Water Heaters main-line profit-builders for nearly thirty-five years: the Life-Belt* Element . . . the optional Ionodic* Rod . . . external temperature selector . . . the Toastmaster 10-Year Service Warranty.

Your Toastmaster* Water Heater distributor can help switch *your* gravy train over to the main line—and your own engineering can keep it there!

TOASTMASTER

AUTOMATIC GAS AND ELECTRIC WATER HEATERS

McGRAW ELECTRIC CO. • *Clark Division* • 5201 W. 65th St., Chicago 38, Ill.

*Toastmaster, Life-Belt and Ionodic are trademarks of McGraw Electric Co., makers of Toastmaster Water Heaters, Toastmaster toasters and other Toastmaster products. Copyright 1952, by McGraw Electric Co., Chicago



PLEASED over the way introduction of new lines went off, sales manager Lou Collins, left, relaxes with vice-president Richard Graver and ad manager S. A. Morrow, right.



ANSWERING a question, Gen. W. H. Harrison, center, president of I. T. & T. holds attention of Philco Farnsworth, left, and George Everson of Berkeley, Calif., during Capehart-Farnsworth distributor meeting in Chicago last month.

New Sets, Slashed Prices

That's the order of business as Capehart shows distributors its new lines; new list prices are announced as soon as the set is unveiled

As might be expected from a firm with an authentic genius in its midst —and in its corporate title—talk at the Capehart-Farnsworth distributor meeting in Chicago last month centered largely on the mechanics of television.

But there were other gimmicks, too. Price cuts, for instance, were announced the moment the sets were unveiled. A 17-inch open face set made its bow at $299.95, was immediately slashed to $279.95.

Inventor Philo Farnsworth, who as a Montana school boy conceived the idea of a vacuum tube and later found apparatus to demonstrate that nonmechanical television could be a reality, told the group that color television would require much more research before arriving on the public scene.

Turning to what's here right now, sales manager Lou Collins told the group that the 40 megacycle chassis was the "superhighway" to successful UHF reception and emphasized the simplicity of the tuner with which every Capehart set may be adapted. Distributors were fascinated by the way all tubes, including the picture tube, could be serviced from the front.

In cabinetry the firm went all out, increasing the number of blonde woods, introducing a burl redwood cabinet and using green-tinted bezels around the picture tubes.

Introducing the firm's radio line, Collins predicted that radio business would be good for 15 years. He said that the public today expected a radio to work and based their purchase, therefore, on design and style.

Richard Graver, new Capehart vice-president, predicted that the TV business will end in a "battle of giants" and pointed out that tremendous research facilities are necessary to keep a firm abreast of developments. Capehart enjoys such facilities, he pointed out. And he promised distributors and dealers that the firm appreciated the fact that there must be a profit in TV for the distributor and dealer.

Capehart's fall advertising program will include ads in 11 leading mass circulation magazines, ad director S. A. Morrow told the distributors. In addition, the firm plans a full trade advertising schedules.



TABLE-HOPPER Hoy McConnell looks in on Frances Jutte and Tom Carr of Cardee Distributing Co., Springfield, Mass.

Du Mont Invades the Low-Price Market

A new marketing policy was unveiled along with a line of 15 new television sets as the receiver division of Allen B. Du Mont Laboratories, Inc., held its annual distributor convention in the Waldorf-Astoria in late July.

The new marketing policy saw the firm introduce, for the first time in its history, a set in the low-priced range. With prices ranging from $199.95 for a 17-inch table model to $549.95 for a 21-inch console with full doors. Du Mont now has a set "to fit every price range", Irving G. Rosenberg, director of operations for the receiver division, said. The prices include excise tax. (Du Mont has never charged for warranty on its sets.) The complete line contains two 17-inch table models as price leaders and 13 21-inch sets. Six of the sets are in the regular Du Mont line while nine are in the Du Mont "de luxe" series.

Shortly after the convention, Du Mont revealed that it was advocating a policy of limited dealerships and would soon adopt the NARDA one-line-per year policy.



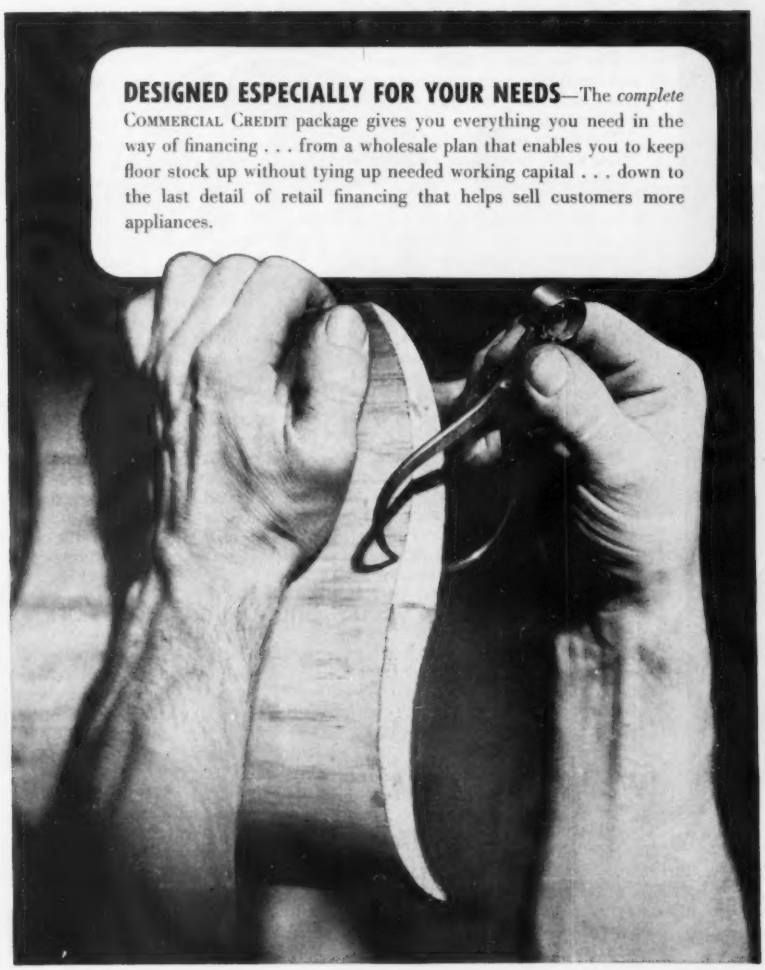
A PLAQUE honoring the firm for "outstanding performance" as a Du Mont distributor is awarded to Leonard Turnbull, left, president of Specialties Distributing Co., Detroit. Awarding the honor during the Du Mont national distributor convention is Dr. Allen B. Du Mont. At right is Specialties' general manager William Rutherford.



DISTRIBUTOR RECOMMENDS COMMERCIAL CREDIT PLAN—Mr. R. W. Evans, left, Vice President and General Manager of Pittsburgh Products Co., Pittsburgh, Pa., discusses sales features of a new home freezer with Mr. L. A. Anderson, Sales Manager of the Crosley Division. Mr. Evans in heartily endorsing the COMMERCIAL CREDIT PLAN for use by dealers said, "*It gives the dealer an opportunity to stock merchandise without investing too much of his own capital,*" he says. "*Also,* COMMERCIAL CREDIT *often takes care of dealer needs that local financing concerns are unable to handle.*"

COMMERCIAL CREDIT PLAN

More appliance dealers use Commercial Credit financing than any other national plan





INSURANCE PROTECTION HELPS SELL CUSTOMERS—Every appliance sold under the COMMERCIAL CREDIT PLAN is automatically insured, thus protecting customers against loss of, or damage, to the merchandise, as defined in the policy. Also, Life Insurance cancels the unpaid balance in event of purchaser's death. These are real selling points to tell your customers.



CALL, WRITE OR WIRE your nearest COMMERCIAL CREDIT office for a copy of our interesting book that analyzes the appliance market, shows how you can build sales and profits with COMMERCIAL CREDIT PLAN. Or ask your distributor for a copy.

COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over $125,000,000 . . . offices in principal cities of the United States and Canada.

It pays to sell PALLEY kitchens

WRITE OR PHONE NOW
FOR THE
EXCLUSIVE
PALLEY PROFIT
PROMOTION PLAN

palley

PALLEY MANUFACTURING CO.
1101-1107 WEST NORTH AVE., PITTSBURGH 33, PA.
ALlegheny 1-1600

PROMOTIONS

Small Scale for Young Prospect



NANCY JONES, six-year old daughter of William Jones, sales promotion manager for Bendix Home Appliances, tries out a grade-school size kitchen built by St. Charles Mfg. Co. The firm is producing 24-inch high cabinets for grade-school use and 30-inch high units for junior high school.

Four Way Campaign

Built around the theme "Elect Universal Electric Housewares", a four-pronged fall and Christmas promotion has been launched by Landers, Frary & Clark.

The campaign is built around six new products, four separate promotions, and heavy national advertising in 17 magazines.

The four campaigns include: (1) a "grass roots" promotion on the firm's "Coffeematic", designed to encourage local dealer support to tie in and capitalize on the national advertising done on this product by Universal; (2) a promotional program on the firm's new "Cook-a-matic" which will be built around endorsement of the product by Elsa Maxwell; (3) a "slumber party jamboree" on the firm's electric blanket line under which dealers receive a complete promotion kit free with the purchase of four blankets; and (4) a Christmas "gift" house promotion.

Miss Maxwell's endorsement of the "Cook-a-matic" will be featured in national advertising and will include giveaways of her book on "Entertaining Hints". For every two units ordered by the dealer he receives a supply of these booklets, display material, entrance in a display contest, and one "Cook-a-matic" for personal use.

Universal's Christmas advertising will feature a full color, walk-around display which dealers may obtain free of charge with the purchase of specified merchandise.

Washing "Miracles"

Seeking to turn an apparent disadvantage into a sales argument, Bendix Home Appliances division of Avco Mfg. Corp. last month revealed what it's found out about the washability of the so-called miracle fabrics.

It's true, said Bendix, that the list of such fabrics and the number of items of apparel being made from them is growing. True, too, is the fact that "hand-washing" is specified for these fabrics.

Bendix's question: What does this do to the housewife and her washing machine?

Bendix's answer: She either washes them by hand or uses a Bendix tumble-action washer, "the only modern method which automatically washes the new fabrics safely."

Reporting on the results of six months of testing in the firm's labs, Margaret Doughty, director of the firm's Home Laundry Institute, said that "only Bendix's patented tumble-action is as safe and gentle as hand washing." Referring to "competitive" and "widely advertised automatic agitator" washers, Bendix produced pictures indicating that these units had damaged seams in clothing made of the new fabrics while the same seams were apparently undamaged by the Bendix washing action.

That wasn't all of the Bendix story, however. The company added that tests indicated that its dryer (using a "maximum of fresh air and a minimum of heat") is ideal for the new fabrics.

Shift Sales, Ad Work

Sales and advertising activities of the home appliance division of Murray Corp. of America have been shifted from the division's plant in Scranton to the company's Detroit offices. Manufacturing and product development will continue to be directed from Scranton by T. W. Hardy, vice-president and general manager of the home appliance division. Direction of the sales and advertising operation has been assumed by vice-president C. H. Menge. Affected in the move to Detroit are Frank Johns, C. M. Campbell, P. R. Copeland, Jr., and Douglas S. Johns.

you get the breaks..

when you sell the HOOVER®

Year after year, more Hoover Cleaners are sold than any other make in the world. *That's* a break for you . . . you're swimming with the current, not against the tide!

Hoover is the oldest and largest manufacturer of electric cleaners. *That's* a break for you . . . people trust the Hoover name, know the Hoover reputation for long life, dependable performance, always available service.

Hoover alone makes the famous Triple-Action cleaner, and Hoover makes a tank-type, too. That's a break for you . . . whichever type your prospects prefer, you can tell the Hoover story and complete the sale.

Any way you look at it, when you sell the Hoover, the breaks are on *your* side!

THE HOOVER COMPANY

North Canton, Ohio • Hamilton, Ontario, Canada • Perivale, England

It beats, as it sweeps, as it cleans—the famous Hoover Triple-Action.

World's easiest cleaner to empty—the new Hoover Aero-Dyne



A Million for National Ads

That's the sum of money Lewyt Corp. will spend in four months this fall on national ads; firm begins national distribution of "dolly" and wall rack

Over one million dollars will be spent on national advertising by Lewyt Corp. during the fall months, president Alex Lewyt told distributors last month.

The ad budget is the largest in the firm's history and company officials feel that it is "probably the largest in vacuum cleaner history." The increased advertising appropriation was approved after a survey indicated that 43 percent of all Lewyt cleaner sales can be attributed directly to national advertising.

The expanded ad budget was one of the featured announcements at the 16 regional meetings held by Lewyt. Also announced was the fact that the firm's "dolly" and wall rack, which have been undergoing field tests for a year, will be available on a national basis. The wheeled "dolly" has holders for cleaner attachments. The wall rack is used to hold the hose and wands for the cleaner.

Giving distributors an idea of what's ahead in the industry, Walter J. Daily, vice-president and manager of the firm's vacuum cleaner division, told the groups that Lewyt expected a 50 percent increase in its business this fall. He said the firm will place even greater emphasis on its merchandising program, "the 18-way powerhouse". He predicted that more and more dealers will stay open evenings and forecast the "rise of the servicing dealer."

In outlining the firm's ad program, Donald B. Smith, director of advertising and sales promotion, said that two-color ads would be used in 18 national magazines. The program also includes billboard showings. He said that the firm's co-op ad budget during the fall would be even greater than for the national program.

John O'Donovan, retail merchandising manager, announced details of a new "string of pearls" promotion and revealed that the Lewyt scatter pin, "lucky" penny and perfume promotions will continue to be used. He also described a special display kit designed so that dealers can tie-in with Lewyt national promotion.

Step Up Imports

Favorable sales response in the American market has led the Pfaff Sewing Machine Co. to step up its export schedule, domestic distributors of the German machine reported last month.

Sales volume this year in the United States is expected to exceed $20 million, Alfred Denig, president of the Pfaff Sewing Machine Corp. and A. C. Weber, major western distributor of the unit, reported at a press conference after returning from a visit to the Pfaff factory in Kaiserslautern, West Germany. This compares to a volume of $9.4 million in 1951 and $1.8 million in 1949. About 1600 dealers now handle the machine, an increase of 60 percent over a year ago.

The firm has set up a one million dollar ad budget for the year beginning October. Approximately half of this is earmarked for dealer co-op ads.

Import figures indicate that Pfaff accounted for about 15 percent of the dollar volume on imported sewing machine last year, company official said.

All-American Home Preview



JOHN J. MASSIMI, builder sales manager for Kelvinator, inspects the kitchen of an "All American" home built by American Legion groups in Detroit as part of a fund-raising campaign. Kitchen includes Kelvinator appliances and Morton cabinets.



COMPARING large and small loving cups are Schick president Chester G. Gifford, left, and Sy Moorman, vice-president and general sales manager. Replicas of the small cup went to all salesmen for firm's sales record in first half of 1952. Larg cup (and cash bonus) will go to salesman winning top honors this fall.

Schick Steps Up Its Ad Plans

The biggest sales increase and the biggest first half in the company's history was registered by Schick, Inc., during the first six months of 1952, company salesmen were told during the firm's annual sales meetings.

Schick will intensify its sales campaign and expand its advertising plans during the fall. In addition to full color pages in national magazines, the company will continue sponsorship of "Crime Syndicated" on television and will participate in sponsorship of the new Jackie Gleason CBS TV show.

Grass Roots Training

That's what Landers, Frary & Clark is aiming at this month as it launches a group of training caravans which will visit 300 cities

Aware that, when necessary, the mountain was willing to go to Mohammed, Landers, Frary & Clark will pull a similar switch this month when it launches an extensive sales training program for its vacuum cleaner dealers.

It's Universal's contention that dealers won't travel any great distance to attend a sales meeting, no matter what the inducements. The New Britain firm, therefore, is taking its training sessions to the dealers. As a result, caravans of district, regional and factory personnel will visit 300 cities and small towns between September 2 and October 14.

In addition, Universal has launched the second phase of its "$1,000,000 On The Line" campaign on the "Jet 99" cleaner. The promotion, first announced last January when the new cleaner was introduced, will include a campaign in Life, billboards, TV, radio and newspaper activity and trade magazine advertising. In addition, a series of nation-wide spots around the Kate Smith Television Hour will be used. A new trade-in program has also been developed.

Trailer Trainers. The unique sales training caravan will play one-night stands in such communities as Trinidad, Colo., Paducah, Ky., Waterville, Me., and Berlin, N. H. Each local clinic will include product training, sales techniques, merchandising methods, store and home demonstrations, advertising, promotion and publicity tie-ins, trade-ins, service and house to house selling. The caravans will travel in auto-drawn trailers.

"Present selling methods are costing the vacuum cleaner and other industries millions of dollars in sales, and it is up to the manufacturer to get the sales which our industry records show us can be made," Lee Moss, sales manager of Universal's home cleaning equipment division, said in announcing the clinics.

Trade-in Plans. Universal is providing dealers with several premiums to be used as trade-in offers, since it believes 60 percent of today's cleaner sales involve a trade-in. Among these are a "health pac-kit" containing four individual cleansing and germ destroying kits plus a hair dryer and a hassock chest. The kit has a "retail" value of $39.98, the chest of $24.95. Under the company's special trade-in program, the consumer will set her own trade-in value.

A package of chemically treated window wipers will be offered to prospects watching a cleaner demonstration.

The whole world knows

hallicrafters quality

...*easier* to sell because it's *easier* to prove!

• Born of Hallicrafters world leadership in communications equipment

• Sensibly priced to give your customers better value

Claims of quality can be made by many.

Proof of quality can be assured by few.

Among all manufacturers in the United States today, Hallicrafters has the largest experience in building precision instruments of communication using television frequencies!

The Hallicrafters name and Hallicrafters performance are famous in 89 different countries, and Hallicrafters equipment is used by 33 governments 'round the globe!

Why follow the false prophets of profitless *low* prices or out-of-reach *high* prices? Major in the quality that's *easier* to sell—Hallicrafters quality—easier to prove—guaranteed to your customers in writing—sensibly priced to give *you* an edge on competition.

Phone, wire or write for complete details today . . . Hallicrafters Company, Chicago 24, Illinois.

Our Guarantee

TO YOUR CUSTOMERS —IN WRITING!

"Every Hallicrafters Television Receiver is built with such remarkable precision that we give you a written warranty on *all parts* for *one full year* from date of purchase, at *no extra cost!* You take no chances on costly replacements. Each Hallicrafters set is precision-built for *guaranteed* quality and your protection is in writing!"





Two examples of the complete* Hallicrafters *Quality Line at sensible prices

Model 1051 — *and stunning new Hallicrafters Telecart* — gleaming, modern ebony-plastic cabinet with 17-inch, 152 square inch, screen. Non-glare tilted glass front. *Telecart* is the TV hit of the year! Roll your Hallicrafters across the room, onto the porch or patio — Hallicrafters picture stays clear and steady!

Model 1052 — in gleaming mahogany plastic — the finest TV picture in the world, in modern mahogany plastic cabinet. 17-inch screen with non-glare tilted glass front, and big true-tone speaker. Simple tuning controls. Full provision for UHF. Console type base at slight extra cost, has easy-rolling casters, rich metallic cloth grille.

hallicrafters

World's Leading Manufacturers of

PRECISION TV AND RADIO

New Positions

Emerson Radio & Phonograph Corp.



DAVID J. HOPKINS

David J. Hopkins has resigned as president of Emerson's distributor, Emerson West Coast Corp., to become director of sales and advertising for the parent firm. Hopkins joined Emerson in 1938, left in 1941, and rejoined it in 1948 as California regional sales representative, after which he became western sales manager before switching to distribution.

The appointments of Edward Kantrowitz, who was acting advertising manager and of Albert Leon, who was acting sales promotion manager (EM, July '52, p. 165) have been made permanent.

Royal Vacuum Cleaner Co.



EDWIN A. HAMALA

Edwin A. Hamala has been appointed director of sales and advertising for Royal Vacuum Cleaner Co. After spending 13 years with Apex, Hamala went with Premier Vacuum Cleaner, where he was advertising and sales promotion manager, a position he also held with Jack & Heintz. He later became an account executive with Beaumont and Hohman. He joined Royal as assistant sales manager, and became sales manager last year.

Eureka Williams Corp.



CLIFF KNOBLE

The newly created position of advertising and sales promotion manager of the Eureka division of Eureka Williams Corp. goes to Cliff Knoble, who handled the Eureka vacuum cleaner account for several years as a member of a Detroit ad agency.

Francis J. Heath has been named a regional manager of the Dispos-O-Matic division, with headquarters in Philadelphia. He was formerly with Philco and Peirce-Phelps.

Allen B. Du Mont Laboratories, Inc.



DANIEL D. HALPIN

Newly named general sales manager of the receiver division, Allen B. Du Mont Laboratories, Inc., is Daniel D. Halpin. A veteran of more than 12 years of television merchandising, Halpin comes to Du Mont from RCA Victor, where he was manager of television receiver sales.

Philco Corp.



RAYMOND A. RICH

Raymond A. Rich has been named vice-president of Philco Corp.'s refrigeration division. After serving as sales manager of General Electric's appliance division, he joined Philco in 1949 as product manager for electric ranges, and most recently has been vice-president, products of the refrigeration division.

Capehart-Farnsworth Corp.



RICHARD A. GRAVER

Richard A. Graver has joined Capehart-Farnsworth Corp. as vice-president and general manager. Formerly vice-president of the electronics division of Admiral Corp., he has been connected with the radio and television industry for over 25 years.

Hotpoint Co.



JOHN F. McDANIEL

Hotpoint has appointed two new vice-presidents. John F. McDaniel, who has been manager of marketing, is now vice-president and manager of marketing. Harold A. Strickland, formerly manager of engineering, becomes vice-president and manager, engineering.

Frigidaire Div., General Motors Corp.



HARRY J. MILLER



L. W. SMITH

Several new appointments have been made in Frigidaire's sales department. Harry J. Miller, formerly manager of the Frigidaire Sales Corp.'s Oakland, Calif., branch, has been named assistant manager of the appliance sales department at Dayton, Ohio, headquarters. L. W. Smith, who was manager of the marketing department, is manager of appliance product sales. J. R. Cobb, formerly manager of farm market sales, is manager of dealer development. C. S. Trigg leaves his position as manager of sales training to become manager of refrigerated product sales.

Coolerator Co.

In a reorganization of the Coolerator sales department, three men have been promoted. Norman C. Sabee, formerly publicity manager and more recently sales promotion manager, has been appointed manager of advertising and sales promotion. Douglas W. Berguson, who was head of the firm's market research division, is now district manager for the New England states. Roderick G. McKenzie, head of the sales order division, now becomes manager of market research.

Timken Silent Automatic Div.

K. O. Ralphs has been promoted to the post of regional sales manager for the Timken Silent Automatic Division. He has been district sales manager in the New England area.

Remington Air Cond. Div., Remington Corp.

New general sales manager of the Remington air conditioning division of Remington Corp. is M. L. Judd, who succeeds E. A. Bonneville, recently resigned.

General Electric Co.

David T. Goodhart has been named assistant to the sales manager for television receivers. He was formerly district manager of the receiver department at Minneapolis.

Magic Chef, Inc.

The new post of director of advertising and promotion for Magic Chef, Inc., goes to W. T. Trueblood, Jr., who became sales promotion manager in 1949.



...and again Universal corrals sales for its dealers with a sure-fire promotion package!



The big drive is ready to start! And there'll be extra sales volume headed your way if you go all out for business with Universal's complete package of advertising and store promotion materials.

So get on your horse, pardner! If you haven't received full information—write for it today!

A limited number of Universal Gas Range franchises are now available in certain localities. Write, wire or phone for complete information.

Universal

GAS RANGES

CRIBBEN & SEXTON • 700 NORTH SACRAMENTO BLVD. • CHICAGO 12, ILL.

New DESIGN
ELECTROMODES
Created BY YOUR CUSTOMERS



Same Electromode quality and safety features have been retained in the newly designed models. They have the cast-aluminum heating element, steel cabinet, factory-sealed quiet motor and fan, and built-in safety switch.

MODEL WA—Electromode Automatic Wall-type Dawn-Flo Heater 1500 to 4000 watts, 120 and 240 volts. Grey Hammertone Finish.

You and Your Customers wanted these newly designed Electromode models for home heating. They were pretested by customers like those you serve . . . tested for color, appearance, easy maintenance, convenient controls and heating efficiency. Electromode engineers built them to embody those customer-wanted features and *now* Electromode gives to dealers this customer-approved line of domestic heaters that will sell faster and give you turnover and profit.

Why ELECTROMODE is your safest and best buy

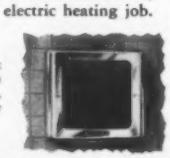
CUSTOMER SATISFACTION. You'll find Electromodes "stay sold" because dealers have little or no call-backs or service problems. Users like the convenience, performance and safety. And Electromodes are easy to install and economical to operate.

BIG SELECTION. Electromode's complete line consists of more than 50 models in wall, portable, and suspension types, automatic and non-automatic, in capacities from 1320 to 45,000 watts, for any electric heating job.



MODEL PJ
Electromode Portable Small Room Heater, 1320 watts, 110 volts, Gray Hammertone Finish.

MODEL WJA
Electromode Automatic Wall-type Bathroom Heater, 1320 watts, 110 volts, White or Chrome Finish.



WRITE TODAY!

For attractive displays, literature and specifications on the complete line of domestic, industrial, commercial and farm heaters. Coupon below will speed this material to you.

ELECTROMODE CORPORATION 45 Crouch St., Rochester 3, N. Y. Dept. EM-92

Send information on following Electromode Heaters:

☐ Domestic ☐ Industrial ☐ Farm

Name .....

Company .....

Address .....

City ..... Zone ..... State .....

LEADER IN ELECTRIC HEATING SINCE 1929

Television Today and Tomorrow

CONTINUED FROM PAGE 79

more important as a talking point with which to stimulate replacement business than any actual use the consumer later makes of the extra.

THE RECEIVER SITUATION

Varying reports are received concerning manufacturer-distributor-dealer stocks of television receivers at this pre-peak season. The discrepancies are understandable since the picture varies widely from area to area. Probably there are still more sets kicking around for bargain hunters to snipe at than is entirely healthy. This stock is only now being whittled down to where it should be, but the trade by and large should come into the holiday season with about what it needs.

There is nothing startlingly new to a technician in VHF receiver design; the market does not yet demand it. Improvements are largely refinements, most of them calculated to justify slightly higher prices where increased labor and material costs require increases. Among the refinements are circuits that lock pictures in more securely, simplified tuning controls and greater sensitivity for fringe area reception. The 17-inch picture tube pretty much dominated last season; this year it will be the 21-inch tube, with even larger sizes going to replacement purchasers. There are rumors of widespread disappointment in the industry with the volume of replacement business currently being done. Because TV sets are more complex than other appliances it was expected that replacement business would be materially larger by this time. Probably the industry just expected too much even of fantastic TV; replacement business is good by other appliance standards and is likely to remain so. It can not, however, match the record sales made earlier when everybody and his brother simply had to have the new entertainment equipment.

The supply of sets capable of being quickly and inexpensively provided with UHF as well as VHF tuning out in the field will in all likelihood keep pace with new UHF station installations, although there may be some geographical spottiness. Adapting new receivers so that they can pick up just one or two UHF stations is not too difficult, particularly if the new stations are just a few miles away. Sets built to receive all UHF stations right at the factory are, on the other hand, reported to be still largely in the sample stage. Manufacturers just emerging from a bad overstock period are hesitating to plunge heavily in a new direction. Should virgin TV areas develop quickly around UHF assignments, as now seems likely, this holdback attitude would be quickly rectified; many factories will be hungrier for business in unsaturated markets by this time next year, if not before.

Experimental transmitter tests on the ultra high frequencies continue to verify the FCC's conviction that good service can be rendered by commercial UHF stations now being licensed. Earlier receivers designed to pick up such stations were handicapped by lack of head-end radio-frequency-amplifier tubes to provide the necessary gain, but this condition is being rapidly rectified. Also, new antennas designed for UHF reception have more gain than their VHF counterparts for an interesting reason. They could be much smaller physically but, because the public is conditioned to the larger VHF types and doesn't offer any sales resistance on this score, have been kept fairly large in size. Thus they can be several wavelengths long and, because they are long, collect a lot of signal. Less attention has so far been paid to transmission lines that carry the signal from the antenna to the set. It may be that this will be a limiting factor as the UHF market develops. If it is, antenna designers will solve it just as soon as UHF reception in fringe areas becomes a major market factor. Meanwhile, UHF reception may not be as common at extreme distances as it is in ex-

(Continued on page 254)



"MRS. SCHLAMEEL SAYS YOU WOULDN'T GIVE HER A DISCOUNT. SHAME ON YOU, YOU BAD BOY! AND AFTER ALL SHE CHISELED US OUT OF . . ."

Revco announces a new "11" cu.ft. Kitcheneered UPRITE!



This new Revco 11 Cu. Ft. kitcheneered "Uprite" freezer, an addition to the popular 8, 15 and 23 Revco "Chill Chest" line, meets a growing demand for kitchen freezer installations. Provides for storage of up to 385 lbs of Frozen Foods. Beautifully styled, it complements other modern kitchen appliances.

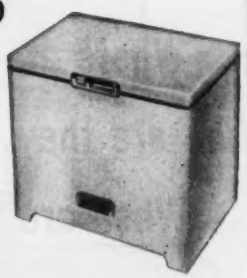
Look at all these features!

- *Fast-Freeze shelves* are the new advanced *open-type* design.
- *Serpentine Freeze-Coils* provide two-way freezing by direct contact and rapid frigid temperature circulation.
- *Thermostatic Control* adjustable for zero freezing to 20° below zero.
- Easy Pull-out Baskets (2) with large food capacity.
- Removable shelf adjustable to five positions.
- Complete 5-year protection warranty.

Welcome to our family... I'm Kitcheneered, too

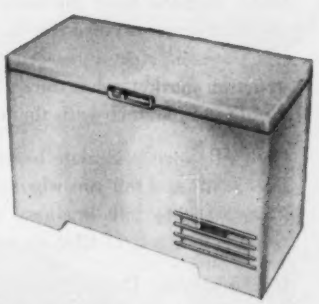
Chill Chest "8"

Compact, space saving chest type freezer provides for faster freezing and safe storage of up to 280 lbs. of frozen foods.



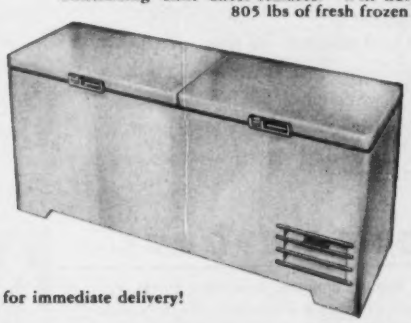
Chill Chest "15" provides for more Frozen-Food storage!

Like all Chill Chest Models, the "15" has outstanding fast-freezing interior food compartment feature. Will hold up to 525 lbs of fresh frozen foods.



...when you're looking for really big Storage Capacity, I'm the Chill Chest you want!

"23" Cu. Ft. Capacity for the large family or on the farm. Has all the outstanding Chill Chest features. Will hold up to 805 lbs of fresh frozen foods.



Revco FREEZERS

Join the fast growing Family of successful Revco Freezer Dealers.
Write for name of Distributor near you for immediate delivery!

REVCO INC. · DEERFIELD, MICH.

Want the answers to these questions

IN TODAY'S NEW CONSTRUCTION INDUSTRY...

Where are my prospects...

Who are they... and

When are they going to buy

Dodge Reports have the answers for you! This invaluable news service informs you *daily* what buyers and awarding factors are coming into the new construction market, what they will need and when you should get in touch with them.

Dodge Reports eliminate beating the bushes for new sales leads and tell you when the people you already know want to talk business with you. These leads provide contacts of lifelong value.

By employing Dodge Reports you add manpower trained and competent to do this prospecting part of your selling job more thoroughly . . . and add precious hours for your present sales force to close business where an order, or contract, is waiting for someone.

This 62-year-old service saves time, money and mileage for most of the leading firms and salesmen in all fields of construction. It Can For You, whether you cover a local area or the entire 37 Eastern States.



Send for free book on how to use Dodge Reports. No obligation.

DODGE REPORTS

Dept. EM-9 119 W. 40th St., New York 18, N. Y.

Timely, accurate, comprehensive construction news service

THE FIRST STEP IN EVERY SALE

F.W. DODGE CORPORATION

Television Today and Tomorrow

CONTINUED FROM PAGE 252

isting VHF areas. Boosters will probably be popular accessories; types designed for installation right up at the antenna may be seen.

OTHER FAVORABLE FACTORS

Community receiving systems, the type of installation in which one antenna installed high up on a hilltop feeds signals over common transmission lines to a plurality of customers located deep down in skipped-over valleys, are growing rapidly in number. Many observers of this enterprising idea who were originally skeptical about its future are now willing to concede that community systems may provide a lasting market for an important number of receivers. This is especially true since the advent of UHF TV, which has a range that, at least initially, is obviously limited.

From the community antenna system dishing up regular public-domain VHF and UHF station programs to the closed-circuit or scrambled-program type of service is only a short mental step. Many methods of delivering exclusive movie programs to subscribers for pay have been devised, and some of them are technically quite ingenious. It is generally felt, nevertheless, that such systems are not apt to cut in to any great extent upon the mass market, even if some of them are commercially authorized. Despite all the griping heard in some social circles regarding TV advertising, it seems evident after many years of experience with radio that advertising rather than subscriber-supported TV entertainment will dominate the American scene as far into the future as anyone can see.

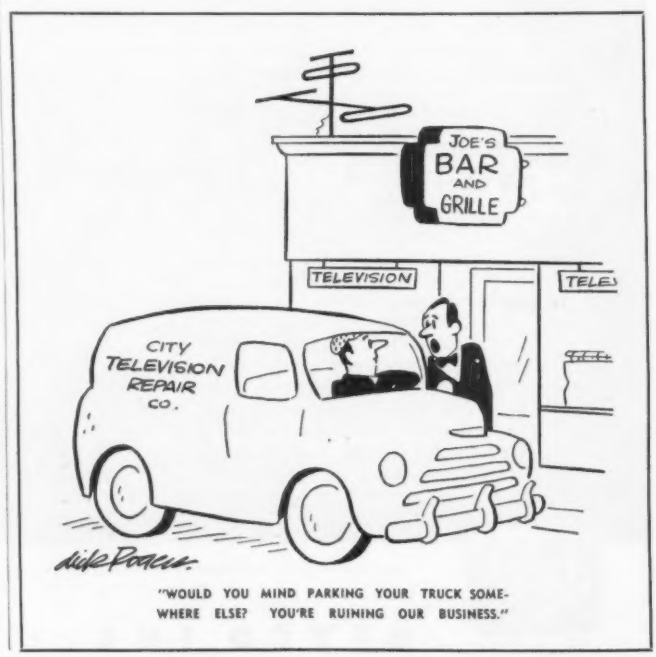
Looking still farther into the future, it now seems certain that color TV will eventually again receive the FCC blessing, and that when this happens it will be of the compatible variety requiring no modification of existing sets for reception of color programs in monochrome. People wishing to view color programs in color will find it necessary to buy new sets capable of turning out both monochrome and color pictures. Accessories permitting existing sets to receive color programs in color are unlikely to be practical. There will be no spinning discs.

No Color for a While

Color will not be a factor in the TV picture in the immediate future. For one thing, the industry is preoccupied with new markets provided by the licensing of new monochrome stations. For another, availability of manpower and materials does not permit large-scale production of the necessarily more complex equipment in our present international-minded economy. Bigwigs in the TV game are nevertheless quietly working a few remaining bugs out of the ultimate compatible transmission system; several stations are testing it during slack hours without public fanfare and film makers are slowly but surely getting in the act, too.

Two years or more from now, the entertainment branch of the home appliance business may once again demonstrate one of its uncanny abilities. Hot as a two-dollar pistol today as a result of the licensing thaw, monochrome television business could turn to ashes.

Then a Phoenix will be reborn in color. *End*



"WOULD YOU MIND PARKING YOUR TRUCK SOMEWHERE ELSE? YOU'RE RUINING OUR BUSINESS."

The 2-speed Cadillac clicks with every type of homemaker!



DUST BAG DETESTER

Squeamish type. Never wants to see the dirt, once it's in the bag. Buys Cadillac because DUST BAG IS DISPOSABLE. No dirty bag to empty.



DIRT DETECTIVE

Looks for trouble. Hard to handle—unless you handle Cadillac. Show her how Cadillac gets ALL the dirt, from floor to ceiling. She'll like Cadillac's new floating-brush that THORO-CLEANS deep pile rugs, sculptured carpeting.

PIGGY BANKER



Counts pennies—and makes pennies COUNT. Picks Cadillac because it's the PRICE winner in the QUALITY class.

HOUSEWORK HATER



Wants her house CLEAN, but thinks cleaning house is for the birds. Buys Cadillac because Cadillac cleans fast, thoroughly, EASILY—leaves more time for living.

BEAUTY BUYER



Buys with her EYES. Goes for Cadillac's sleek, modern design, smart color.

MODEL N800

DEMONSTRATE THESE UP-TO-THE-MINUTE FEATURES TO THE PROSPECTS THAT CADILLAC *NATIONAL ADVERTISING* BRINGS INTO YOUR STORE...

- **NEW** DISPOSABLE DUST BAG
- **NEW** "floating brush" floor nozzle
- **NEW** color—silver grey Hammerloid
- **NEW** "snap back" handle
- **NEW** toboggan-type runners
- **NEW** bayonet locking device on attachments
- **NEW** simplified filter

...*and* **2-speed control: HIGH for deep-down cleaning; LOW for delicate fabrics.**

Hundreds of vacuum cleaner prospects—right in your own trading area—are thoroughly pre-sold on Cadillac's fast, thorough cleaning. Every month they read about Cadillac in America's leading national publications: WOMAN'S HOME COMPANION, AMERICAN HOME, SATURDAY EVENING POST, AMERICAN MAGAZINE, and FARM JOURNAL.

For more than 40 years, sold only by reliable dealers and distributors.



MODEL 143A
The famous Cadillac "upright". Model with beating, sweeping brush; 2 speeds.

CLEMENTS MFG. CO.

Dept. A • 6666 S. Narragansett Ave. • Chicago 38, Ill.

What'll Happen to TV Sales—Nationally?

CONTINUED FROM PAGE 81

divided the country into six kinds of TV areas, designated "A" through "F."

Group A, which includes cities like Boston, Philadelphia, Los Angeles, Washington, and Albany, currently has a TV saturation of about 68 percent. This, he predicts, will increase to 80 percent at the end of 1952, 91 percent at the end of 1954, 97 percent at the end of 1956, and 100 percent at the end of 1961.

His Group B, including San Francisco, New London, Indianapolis, Kansas City (Mo.), Dallas and Richmond, now has a saturation of 42 percent—which will go to 60 percent at the end of 1952, 82 percent in 1954, 92 percent in 1956, and 100 percent in 1961.

Even his Group F, including cities like Tucson, Wichita, Billings, Bismarck, Charleston and El Paso, which now have a group TV saturation of about two percent, he expects to join the parade with 10 percent by the end of '54, 35 percent in 1956 and 100 percent in 1961. In other words, Mansfield expects TV to do exactly what radio did—achieve close to a 100 percent acceptance throughout the entire nation.

The bandwagon will probably roll into most new TV areas with every dealer aboard, but at the present moment there are merchants who are doubtful enough of the glories of bandwagon riding to say that they may not handle TV at all. For example, a distributor with a branch in Corpus Christi, Texas, and which has sold TV in San Antonio, declares that it has gotten out of the business and will not re-enter it even when Corpus Christi gets its station. "During May of this year," says a spokesman for the firm, "we discontinued TV from our lines—profit structure not sufficient. . . . My company will not sell TV."

A dealer in Flint, Mich., writes, "Even though Flint is expected to have a TV station before the year 1952 ends, we are not likely to handle any TV sets. Discounts are entirely too low."

Enough Advantages

These are not typical of dealer and distributor reaction. Most seem to feel that despite the evident drawbacks of the industry there are enough advantages to more than compensate. A Houston, Texas, distributor, for example, plans to sell TV in the Beaumont area even before that city gets a station, although he expects to sell only 75 sets a year. "As soon as the station arrives," he says, "we figure that that estimate should jump from 300 to 400 the first year, 400 to 500 the second year and somewhere in the neighborhood of 600 the third year." He points out that the fringe market is a good market, because sets purchased for fringe reception are usually higher-priced than those sold in easy reception areas and return a better profit to both dealer and distributor.

Dealers are optimistic—but cautiously so. Seven out of nine dealers in Indiana and Ohio cities soon to get television admit without qualification that they expect to be burdened with the same price-cutting tactics which have degraded the business in other areas. The same merchants are equally skeptical about profit possibilities. Only four out of seven think they can make a profit and some of these qualify it with "not without a big volume."

Money can be made, as *How to Make a Profit on TV* elsewhere in this issue abundantly proves, but few dealers think it will be easy. Increased power for some stations will enlarge fringe areas, thus increasing sales for dealers serving them, making possible a profitable volume in special equipment.

Motorola's general merchandising manager, E. A. Holsten, says, "With the additional power FCC will approve for many stations, the reception area is widening and we are now reaching out from 75 to 100 miles from the station, where formerly 25 miles was the maximum distance a signal could be received. Antennas, rotors, boosters, and antenna towers become a very important factor in the selling of television sets. Dealers who can handle a complete installation of a set . . . will experience considerably greater sales volume than those dealers who are not organized to handle installation on a complete basis."

UHF seems well on the way to becoming an important factor in telecasting, but manufacturers and dealers alike feel that it will not pose any great problems in TV sales. As Holsten says, "The industry is equipped to provide the UHF adapters and UHF tuners so that the customer will be able to receive both UHF and VHF stations."

As for color, the industry is practically unanimous that it will present no sales problems—at least in the near future. G-E's Dr. Baker says simply, "Sales of black and white television sets will not be affected by color in this post-freeze opening of new television station in either new markets or old." And Mansfield says, even more succinctly, "My impression is that less than one person in 100 knows anything about color and cares less."

For the nation as a whole, it seems safe to guess right now that, while the opening of new markets is going to bring a new line of merchandise and bigger volume for merchants in those markets, TV sales are not going to skyrocket. Slower sales in highly saturated areas may well, as Mansfield has predicted, tend to keep the national increase from getting out of hand, even with increased business in old areas which get new stations, either UHF or VHF, and which may benefit from enlarged fringe areas. This is not to imply that TV volume and saturation will not increase substantially. It most definitely will.

Dealers in the new markets, however, are the ones who will now get their share of the TV boom which other merchants prospered on during 1948, 1949 and 1950. But dealers in these new markets go into the business forewarned and forearmed. Their expectations of what TV will bring are typified by the market analysis of one typical city which appears in this issue. *End*

What'll Happen to TV Sales—In a Specific Market?

CONTINUED FROM PAGE 82

tailers, 27 of them, believe their sale of sets during the first year should run from 800 to 3,000, with about 1,200 the average figure. Eight of the dealers can see a sale of only 500 in the period, while four retailers would venture no opinion.

Sale of sets during the second year is expected to proceed on a downward curve, with most of the dealers expecting a drop in sales ranging around 30 to 35 percent. Thirty-four dealers offered guesses which averaged around this amount. One of the largest dealers, with an overall $800,000 yearly business in appliances, saw no reason to contemplate a drop in sales at all during the second year. He feels that saturation has little to do with selling and he expects to sell at least 3,500 sets the first year of telecasting with a similar amount the second year. The distributors were more pessimistic than the retailers. Seven of them felt that sales would drop 50 percent in the second year period. The other five interviewed refused to venture an opinion.

Only 15 dealers and none of the distributors would estimate the third year's sale of sets, and the answers were so varied as to be almost valueless in the survey. For example, two or three dealers suggested that sales should be on the upswing again by that time and that a steady sale of 1,500 sets a month or better could be expected. Others ventured guesses as low as 200 sets a month.

C. Bert Osborne, secretary of the Chattanooga Electric League, a veteran observer of the appliance picture, feels that TV set sales in Chattanooga should follow the same line as in other cities, with high sales the first year, a pronounced drop the second year, and a leveling off during the third year and thereafter. Osborne, who has seen both boom years and bad years in the business, believes that a sale of approximately 40,000 sets is possible during the three year period, broken down as follows: 15,000 the first year, 10,000 the second and about 12,500 the third.

3. What is expected in the way of competitive selling such as price-cutting, give-aways, no-down-payments, long term credit, etc.?

One dealer summed up the attitude of almost all of the retailers in answering this question. He replied: "Everything in the book!" Forty of the 42 dealers and 10 of the 12 distributors interviewed believe that competition for the TV dollar will be intense, to say the least. They believe that give-aways will be the general practice of many dealers and that "no-down-payments" and long term credit will be widely offered. A dozen dealers pointed to the probability of off-brands moving in, and for this reason, they believe price-cutting will be practiced by nearly all dealers. Twenty-seven dealers said they would move to meet price competition when it came. Nine retailers declared they would sell only at list price. Others were non-committal.

4. What breakdown is expected in the sale of various types of TV sets?

On the basis of dealers' experience in other cities, Chattanooga dealers are highly optimistic on this question. The majority of them expect an unusually high sale of console models. Fourteen dealers and one distributor expect a 40 percent sale of consoles, as compared with a 60 percent sale of table models. Ten dealers and two distributors set the figure at 35 percent, five foresaw a 30 percent sale of consoles, four expressed 25 percent and the rest showed a divergence of opinion which ran down as low as 8 percent. One of the three largest dealers, mentioned above as being in the $800,000 annual business class, believes firmly he will sell as many consoles as he will table models.

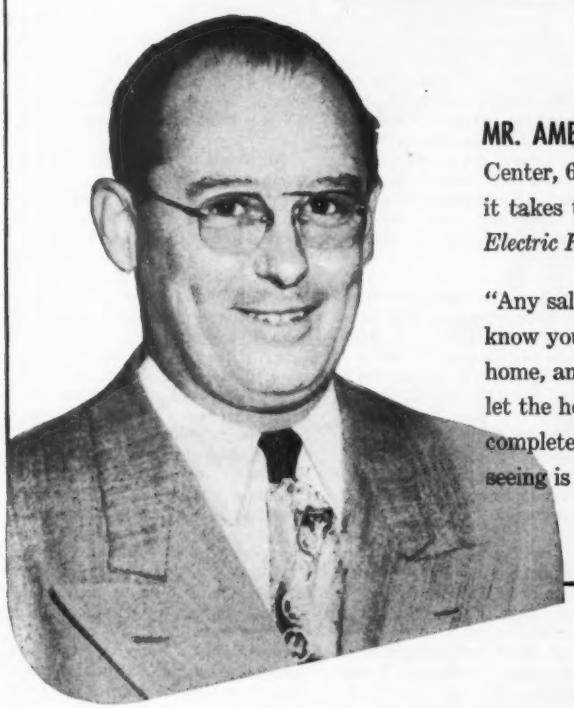
5. How soon is the replacement market expected to develop?

With approximately 6,500 sets already sold in the Chattanooga area, the replacement market is underway now to a minor extent, with buyers mainly seeking larger screens. Few dealers expect the trade-in market to be high during the first two years of telecasting in Chattanooga. Twenty-nine dealers expect the replacement market to be from 10 to 15 percent during the second year. Six dealers look for it to develop "about the fourth year." All of the dealers expect the trade-in business to be high and will be prepared to handle it as it develops.

6. What sum is expected to be spent on advertising TV?

(*Continued on page 258*)

"Let me tell how I sell electric ranges!"



MR. AMBROSE J. KELLY, owner of the Kelly Appliance Center, 654 Washington St., Norwood, Mass., knows what it takes to sell electric appliances. And when it comes to *Electric Ranges*, he says:

"Any salesman knows that to tell a convincing story, you've got to know your product. I know Electric Ranges, because I've got one at home, and there's one hooked up in the showroom. It's so easy to let the homemaker *see* why the Electric Range is cool, fast, clean, completely automatic, accurately controlled . . . and believe me—seeing is believing!"

THE THREE "DO'S" FOR SELLING *ELECTRIC* RANGES



DO THIS: Have a "live" range on the showroom floor, so customers can see action when you flip the switches.

DO THIS: Have an *Electric* Range in your own home, so you can get first-hand knowledge of how it works, what it can do.





DO THIS: Always call back after a sale is made, to be sure everything is all right. An enthusiastic user can bring you more sales.

Cash in on the trend →

SELL ELECTRIC RANGES



→

. . . of course, it's ELECTRIC!

ELECTRIC RANGE SECTION
National Electrical Manufacturers Association
155 East 44th Street, New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLEY • DEEPFREEZE • FRIGIDAIRE
GENERAL ELECTRIC • GIBSON • HOTPOINT • KELVINATOR • MONARCH
NORGE • PHILCO • WESTINGHOUSE

FOR SMART DISTRIBUTORS... THE

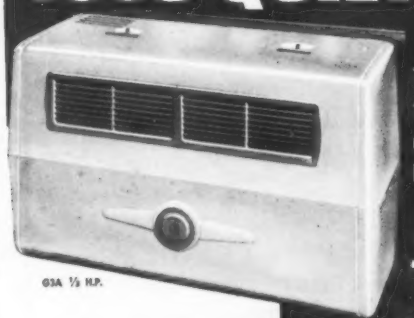
BIG 1953 ROOM AIR CONDITIONER

SEASON BEGINS NOW

WITH THE PACE-SETTING



1953 QUIET KOOL LINE



The NEW ⅓ HP. QUIET KOOL "Install it Yourself" room air conditioner at the amazingly low retail price of

$199.75

LOWEST PRICED TODAY

Prices vary slightly in certain areas



The QUIET KOOL ¾ H.P. and ½ H.P... power packed with top features . . . unexcelled at any price . . . selling below all other name brands.

NOW...is the time to make your 1953 room air conditioning season the biggest in your sales making history, by lining up with QUIET KOOL, the fastest moving room air conditioner in the industry.

NOW...is the time for you to CASH IN with QUIET KOOL "firsts". First to bring you a top quality room air conditioner at the lowest price on the market. First to offer the sensational "install it yourself" room air conditioner, destined for record smashing sales.

NOW...is the time to get in on the ground floor of the booming room air conditioner market by featuring QUIET KOOL . . . the air conditioner that's unexcelled at any price.

Yes, the "53 Gold Rush" is on . . . in the room air conditioner field and you can "STRIKE IT RICH" with QUIET KOOLS ready NOW with their 1953 line to boost your profits to an all time high.

Write, wire or contact

MR. DEALER: Write for name of your nearest distributor.

QUIET KOOL ROOM AIR CONDITIONERS are made by QUIET-HEET MFG. CORP.

World's Largest Manufacturer of Oil Burners

133 N.J.R.R. Ave. Newark 5, N.J.

What's Going to Happen to TV Sales?

CONTINUED FROM PAGE 256

A popular figure is five percent. Four distributors declare they expect to spend five percent of purchases, to be matched by five percent from the dealer in advertising TV. These figures, explained the distributors, are for the launching and promotion of TV during the first year and possibly a month or six weeks before its arrival, with the figures declining during subsequent years. Two other distributors set the figure at $20,000 per year "depending upon conditions."

Seven dealers stuck by the one and one-half percent advertising budget allotted other appliances. Fourteen others declared they would advertise on a flexible budget as competition for the TV buyer's dollar developed. The advertising practice of the Electric Power Board is a factor in this question, as many dealers pointed out. The Power Board conducts an extensive advertising program for all dealers, through newspaper, radio, billboards, direct mail, home shows, exhibits and other methods.

7. What service arrangements are expected to be set up for TV?

It was a hard matter to pin-point the dealers on this question. Most of them believe that TV service can be profitable, and they expect to have some sort of service arrangements. Only nine dealers declared they definitely would set up service departments of their own, while five of the distributors said they would be prepared to handle service for their dealers.

Twenty-eight dealers operate their own service shops at present, 12 have outside contracts or depend upon the distributor, while two dealers have no service arrangements whatever. The attitude of most Chattanooga retailers toward TV service is that "we'll work out something when we come to it."

Almost all of the dealers and distributors—40 and 10—to be exact, realize that the advent of TV will bring several independent service organizations and shops into existence.

8. What is expected in the way of fringe area sales?

Chattanooga itself is a fringe area, getting its best TV reception from Atlanta—approximately 110 air miles away, with fair reception from Birmingham, Memphis and Nashville. Nevertheless, of the 6,500 sets already sold, many are located in the 65 mile trade radius of the city. Thirty-three of the retailers, as well as all 12 of the distributors interviewed, foresee this area as a fair target for TV set selling. The other nine dealers sell only in the city proper, but two of these are mulling over the idea of adding outside salesmen at a later date who will work the territory. All of the dealers and distributors believe the newly created fringe areas will be a fertile field for the TV set salesman.

9. What type of dealer is expected to do the best job on TV set sales?

Eight of the 12 distributors believe the specialty appliance dealer will do the best marketing job on TV sets when telecasting arrives. Two of them favor the furniture stores and the remaining two believe furniture stores and specialty dealers will do equally well. It is interesting to note that none of the distributors favored department or chain stores as the best seller, although one of the mail-order houses is at present among the top three dealers in appliances.

Bert Osborne, of the Electric League, and Hassell Qualls, of the Power Board, both agree from their observations, that the specialty dealer should do a better marketing job on TV sets than any other group.

10. What is the general public interest in television?

Public interest in television in Chattanooga at present is "moderate," according to 32 of the dealers, "terrific" according to five, and three believe it "indifferent." Two dealers frankly said they didn't know. The public interest question included a query on color TV. Not a single dealer would estimate the public attitude toward color, though several said it was not a sales factor, and others expressed the belief that color would not be a hindrance in selling.

Thirty-two dealers believe that public interest is such in TV that they can make a profit on it in the light of low margins and heavy competition. The other 10 are not so sure, although they plan to add TV lines later on. The dealers are, for the most part, vague about what will be their special problems in selling television. Half of them mention such matters as "competition," "price cutting" and "possible shortages" but no dealer felt that he would be confronted by a specific problem, either general or in his local area.

But, Remember . . .

Two important points should be made in connection with this market survey. First, it was not undertaken in a city which has already experienced the advent of a telecasting station, since during the time that has elapsed from the erection of the last station to the present, so many changes have occurred in marketing methods and so much more is known by the general public about TV, that a survey in such a city might well be valueless.

Second, it must be pointed out that sectional differences in buying and selling may influence the results of the survey to some extent. The South has enjoyed an unprecedented boom in television sales even while other areas lagged, and Chattanooga is a Southern city.

But by and large, the survey is bound to be a tip-off to the dealer on what to expect when television comes his way. *End*



How Many in 1952?

You can help maintain steel production . . . for military and civilian needs . . . by salvaging your iron and steel scrap—*now* and regularly.

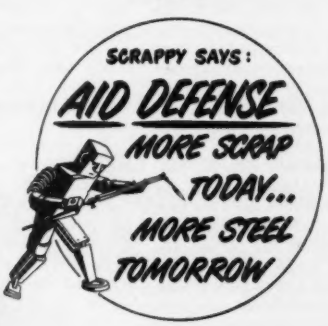
Steel mill productive capacity is being constantly increased, and we *can* meet military and civilian demands . . .

If we all pitch in and turn in our iron and steel *scrap*

Scrap is the scarce commodity. The amount of *working* scrap—the wastes of metal-working, such as trimmings, borings, etc.—is not enough for the enlarged furnace capacity.

It will take the *dormant* scrap to keep the furnaces running—old, outmoded machinery, equipment and parts that you've already "junked" or *can* junk because you have no further use for them.

We need extra millions of tons of scrap this year and next year. All of us can help by clearing out our plants and yards—*now*.



NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

McGRAW-HILL PUBLISHING COMPANY, INC.

330 WEST 42nd STREET NEW YORK 18, N. Y.

A PUBLIC SERVICE PROJECT THE ADVERTISING COUNCIL

IT'S NEWS!

EVEREDY CIRCLE-O

Infra-Red BROILER





CIRCULAR DESIGN puts "All the heat on all the meat"

NOW you'll sell broilers in volume! Everedy's new Circle O, fully tested and guaranteed for top broiling performance, brings healthful radiant-heat broiling within the reach of millions! And just check these superior selling features:

★ Gleaming chrome finish, on durable steel, makes for easy cleaning and long life ★ Dual shelf positions—"sears" on top and "cooks thru" on bottom ★ Big and roomy . . . holds family size steaks, chops, seafood ★ Pan handle stays cool—away from heat ★ Bakelite side handles guarantee safe handling while in use.

You can stock these new, popular-priced broilers with assurance that they'll sell and satisfy your customers. The nationally advertised *Everedy* name is backed by 17 years of experience in making dependable electric broilers. Order a supply now from your electrical, hardware or jewelry distributor. If he hasn't received his supply, write direct for literature and your price. Act now.

Recipe book packed with each broiler

SEND TODAY FOR YOUR COPY

Colorful, illustrated booklet, with recipes tested by expert Maryland caterer, makes a hard-working piece of sales literature. Free newspaper mats, radio and TV scripts also available. Just your order puts you in business. Write today.



EVEREDY Chrome HOUSEWARES

THE EVEREDY COMPANY • Frederick, Maryland

VOLUME MAKERS OF ELECTRIC BROILERS SINCE 1935

The Denver TV Story

CONTINUED FROM PAGE 261

erate a three-months' program of intensive dealer and retail salesman training as soon as a CP was issued. In the meantime, while cooperating with the rest of the industry in building public acceptance of TV through closed circuit showings, Slagle voiced louder than anyone in the industry the opinion that the public should not buy receivers until a station was definitely scheduled for the air. In a full page newspaper advertisement, Slagle carried that message to the Denver public, advising it to wait so it would get only the latest models. Cautious in his franchising, Slagle had about 20 dealers showing Philco samples when T-Day came.

Until early 1952, Hendrie & Bolthoff played down any attempt of its dealers to merchandise RCA television receivers. But when interest created by the World Series and the football games, coupled with persistent rumors of an unfreeze, showed in early 1952, this 106-year-old distributing firm gave TV its attention with such force that it frequently made other distributors dizzy from watching. Putting in effect the first step in a long prepared program, H & B sent its radio-TV salesmen into the area to give dealers the RCA-TV story, and to ask them to sample. The emphasis on sampling, H & B explains, was to get sets in front of the public to scotch rumors of shortages. In three days these distributor salesmen set up and sampled a TV dealer organization of 40 retailers. From then on, H & B kept TV as a regular promotional activity. The sales staff worked with dealers to see that they not only made provision for showing sets to the public but also that they were arranging extra warehouse space for stock.

An appliance dealer who has a lot on the ball never tries to throw a curve—he doesn't have to!

H & B salesmen also advised all dealers to take a close look at their finances so they would be prepared to handle the cost of a TV inventory. In order to handle these dealer relations adequately, Hendrie & Bolthoff's radio salesmen were trained at weekly meetings and at special meetings staffed by RCA factory men.

Space doesn't permit detail on the pre-T-Day activities of all the Denver television distributors, but the above four are representative of those who had taken an active role in preparing the public and their organizations for the coming of TV. Such men as Herb Names, ex-NARDA official, who made the big jump from retailing to wholesaling, taking the Sylvania line and getting it off to a fast start after a cross-country trip spent studying TV distributing in scores of cities. And there's GESCO's radio-TV manager Jack Walters, active on RMEL's TV committees, who kept the G-E line among the leaders, particularly



"I SAID IT SURE IS A NOISY DISHWASHER!"

through encouraging dealers to sponsor "buying clubs" for their TV-interested customers instead of selling them sets in advance of TV.

DEALERS LOOK AHEAD CAUTIOUSLY

Obviously, the potential retailers of television in this market area could not have been as active in pre-selling TV as were the distributors, the TV-station applicants and the association. But when the unfreeze was announced, about 100 dealers in this area were showing TV sets on their floors. The telephone classified directory listed 55 of them, many of them with elaborate display ads as well.

Many of the dealers with top-rated brands would have had difficulty in selling because of restrictions placed on them by their distributors. Other dealers refused as a matter of policy. The local unit of the May Co. department store chain expressed its policy frankly in full page advertisements: ". . . The May Co. doesn't want to sell you a television set now! . . . it doesn't make sense to buy a set now that may become obsolete before it can be used! . . ." At the same time another large department store, Joslin's, was promoting but not selling TV. Yet each approached the no-selling situation differently. The May Co. was among the first dealers locally to develop and feature a "television purchase plan" which enabled a customer to get on a "preferred delivery list" and to "accumulate enough to cover a good deal of the purchase price of a TV set" by means of an initial $5 deposit and monthly payments of at least $5. The store guaranteed that on T-Day it would have "top brands at prices as low or lower than competition." Local distributors estimate that the May Co. signed up a few more than 250 customers on this plan.

At the same time, competitor Joslin followed a policy that enabled it to announce later that it ". . . did not have any priority plans . . . did not take any deposits . . . wanted no part of priority selling . . . did not want its customers obligated to buy obsolete sets or even to buy from us . . . Joslin's wanted to be ready when the announcement (of telecasting) came with brand new 1953 sets right off the line."

Typical full line appliance-radio-TV dealers here who refused or discouraged TV sales while they floored samples are Ralph Wilson's and La Moines'. The latter like many other dealers, tried the "deposit plan", primarily "so that the store's regular customers with TV-itchy fingers wouldn't go out to buy elsewhere." Another well-known dealer here, Mel Collier, with a 30-year business reputation to guard, refused even to take deposits. He made his pitch on service, which had built the reputation and size of his Mel Collier Music Co. Calling himself "Mr. Tee Vee" he kept up a regular program of advertising, stating that "service is the one most important factor", decried rumors of set shortages, played up the shortage of TV service technicians, publicized his fully-equipped TV service department

(Continued on next page)

More Than 100,000 TV SET OWNERS now enjoy BETTER TELEVISION with B-T AMPLIFIER UNITS . . .

and

FOR THE FIRST TIME . . . ANYWHERE!

A BROAD-BAND, 3-TUBE, 3-STAGE, FULLY AUTOMATIC BOOSTER WITH ALL-CHANNEL GAIN IN EXCESS OF 16 db.

and only $39.50 LIST



THE NEW B-T BOOSTER

MODEL HA-3 Fully Automatic

Designed and Manufactured by Blonder-Tongue Laboratories for Better Television

NO Knobs to Set
NO Tuning
NO Band-Switching

COMPARE THESE SUPERIOR FEATURES:

- ★ Fully Automatic Broad Band Performance . . . NO Tuning.
- ★ Fully Automatic 'On and Shut-off' Power Control.
- ★ Full UHF Adaptability.
- ★ Gain on all channels in Excess of 16 db. Plus Attenuator Switch.
- ★ 3-Tube, 3-Stage Cascade push-pull Circuit.
- ★ Lower Noise Factor.

Standard RTMA Warranties Apply

Specify B-T Amplifiers and Accessories for Easy-to-Install Master TV Systems

Write for complete Data.

B-T LABS

BLONDER-TONGUE LABORATORIES, INC.
WESTFIELD, NEW JERSEY



Model 118-03
18 Qt. Streamliner Model
Roaster-Oven $42.95 Retail



Model #3—Infra-Rod Broiler
with 2 burner heating surface.
$39.95 Retail

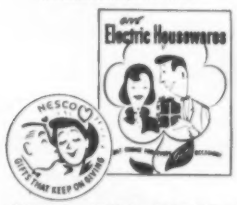


Model 4210—2¾ Qt. Round
Roaster-Oven. $12.95 Retail

129,250,000 potential NESCO customers will read about "Mouth watering meals in the matter of minutes!" this Fall at peak appliance sales time. Get in on this big bonanza featuring NESCO ads in *American Weekly, This Week, Parade, Woman's Day, Modern Brides, Woman's Home Companion, Living, Bride's Magazine.*

Hop on the NESCO *Brandwagon*!

Have plenty of all NESCO models on hand. Turn lookers into buyers. Get your share of prospect inquiries and NESCO sales aids from your NESCO distributor or from NESCO, INC.





Model 7017—6 Qt. Oval
"Colonial Copper" Roaster-
Oven. $39.95 Retail

WRITE—WIRE—PHONE TODAY FOR MORE BUSINESS THIS FALL!

Copyright 1952, Nesco, Inc.

NESCO®

201 N. Michigan Ave., Chicago 1, Ill.

The Denver TV Story

CONTINUED FROM PAGE 263

and the experienced TV service chief he brought in from Chicago. To keep this department busy he souped up TV sets for hams and experimenters in the Rocky Mountain area, built one that logged skip signals from 24 stations, including New York.

Among the dealers here actively promoting TV sales prior to the unfreeze were: The Valas Television Center; Empire Television Co., a newcomer with other operations in Texas; Supreme Radio & TV, which featured "a long distance reception antenna" and a TV amplifier; Rockley Music Co., with "factory trained mechanics" and "budget plans"; Home Furniture Co.; the New Home TV Centers; Cliff's Radio & TV; and Jack's, a unit of Pacific Western Stores, with a display of many lines and models, including some 12½-in. screens.

Warranty Question

Facing any retailer in Denver during these months before T-Day was the question of warranty. The warranty period begins the day the set is delivered and installed—and there is no provision in any TV manufacturer's warranty to hold up the warranty until there is a signal available to the set. Obviously, under conditions here during the past two years in which an estimated 2,000 receivers were sold and delivered, the warranty on set and picture tube could have expired long before the purchaser ever saw a local picture on it. ELECTRICAL MERCHANDISING questioned many dealers and distributors. Every dealer who had sold sets stated that he had extended the warranty period to begin the day the first station would go on the air. Every distributor stated that nothing could be done to extend the warranty period and that any dealer who had done so had been on his own without consent of distributor or manufacturer. Any day now, a set owner with demands for warranty service on a 13 months old set will start what may be an interesting situation to watch.

SERVICE GETS ATTENTION

Getting the attention of most dealers and distributors in this market-to-be was the necessity of providing adequate service to back up their television merchandising operation. Most dealers who had radio service departments expanded to include TV service, or at least planned to do so as soon as technicians became available. Some like Mel Collier, Valas, Cliff's, Silver's, Supreme, Rockley, Jack Silver, Empire, Tele-View and Watkins Furniture, were among the dealers who were featuring their ability to handle TV service and installation long before the unfreeze. The area's radio service specialists such as Mint Radio & Supply, Bailey's Tele-Rad Co., LeRoy's Radio & TV Service, Radio Maintenance Co., prepared themselves for the installation and service bonanza they felt TV would bring. Into the scene came Friend's Television Service, A & A TV Antenna Installation Service and others to make a place for themselves in service.

The distributors had a strong hand in establishing the TV installation and service facilities that were available to the public here when KFEL went on the air. Most had provided means of installing and servicing the sets sold by the dealers who had no service department. Here are some typical examples. General Electric Supply Co. arranged for Sampson Video Co. of Ohio, G-E service specialists, to set up a unit here to work with the G-E dealers. Following the national pattern, RCA Service Corp. will handle all installation and service for most of Hendrie & Bolthoff's RCA dealers. Twelve RCA service trucks were rushed in to Denver from Missouri, Texas, Utah and California during the week when KFEL's RCA transmitter was being flown into Denver on Flying Tiger cargo planes.

Central Television Service of Chicago, called the world's largest independent, was scheduled long before the unfreeze to set up a branch here. Now in operation, it is handling installation and service for DuMont, Hoffman and Motorola dealers and, according to reports, it will do the same work under contract with the May Co. and the Denver Dry Goods Co. for receivers sold by them and not covered by other distributors' arrangements. Central's plan for Denver, according to its president Philip I. Ban during his visit here last week, will be a version of the famous "Chicago Plan". The TV customer will buy six $4.00 coupons with a one-year service policy. Each coupon represents payment for one service call. If any coupons are unused by the end of the year, Central redeems them. If they're used up before the end of the year, Central provides service free.

THE ASSOCIATION TAKES A HAND

Particularly in relation to the service problems facing distributors and dealers, the Rocky Mountain Electrical League has taken an important role in helping prepare the local industry for the coming of TV. Under manager Ralph B. Hubbard and assistant Meryl Mentzer, the RMEL first put its attention toward the necessity of having a sufficient supply of trained TV technicians available to serve the TV-buying public.

More than two years ago, the idea of arranging training for TV technicians was discusfsed by Hubbard and Howard Johnson, principal of the Denver Opportunity School, an adult education unit of the public schools. They decided that the idea was fine, but that the time was early. It was likely that technicians trained too far in advance of any TV work in Denver would be prey for service companies badly needing servicemen in Los Angeles and San Francisco. However, the RMEL set up a television committee

to consider this and other TV subjects as they came up.

At the spring conference of RMEL, 1952, the service training program was announced to start May 26. As it operates today, there are four classes, two evening and two day, with 15 students in each class. The students receive a 24-hour course on installation, uncrating and testing, a 60-hour course on home servicing, and 240 hours of instruction on bench work. The 150 applicants for the courses were cut down to the number that could be handled by taking only those who were radio servicemen at the time. For the others, a course in fundamentals is being planned.

Surprisingly, one of the biggest controversies here has been the licensing of antennas. Possibly because hams and experimenters put up 60 and 80 foot towers when trying to receive skip signals, the building department of the city and county of Denver was convinced that a permit be taken out for each antenna installation and an inspection made, plus licensing of any firm installing antennas. The RMEL set up a TV legislative committee and, while no decision had been reached when KFEL went on the air, on July 19, the RMEL members submitted a proposal to the building department which was expected to be accepted. It provided for: (1) Licensing of firms handling installation of antennas, with a $10 fee for qualifying examination; (2) no permits required for antennas not exceeding 18 feet above roof; (3) proper guying of 18 to 36 foot antennas, plus a $1.00 permit; (4) antennas over 36 feet will require a permit, and plans must be approved in advance by the city; (5) "U. L." lighting arrestors properly grounded, required for all installations.

CREDIT NO BOTTLENECK

Long before a TV signal was any closer to this city than 330 miles, TV sets were available first on easiest Reg. W terms and then on nothing down, 30-months to pay. When TV became an actuality, TV specialty concerns, furniture stores, jewelry outfits, etc., emphasized easy terms. However, the majority of dealers began selling on regular bank terms, with 15 percent down. One commercial credit firm was reported to be demanding 25 percent down on TV contracts, but it was considered unlikely that rate could be held long competitively.

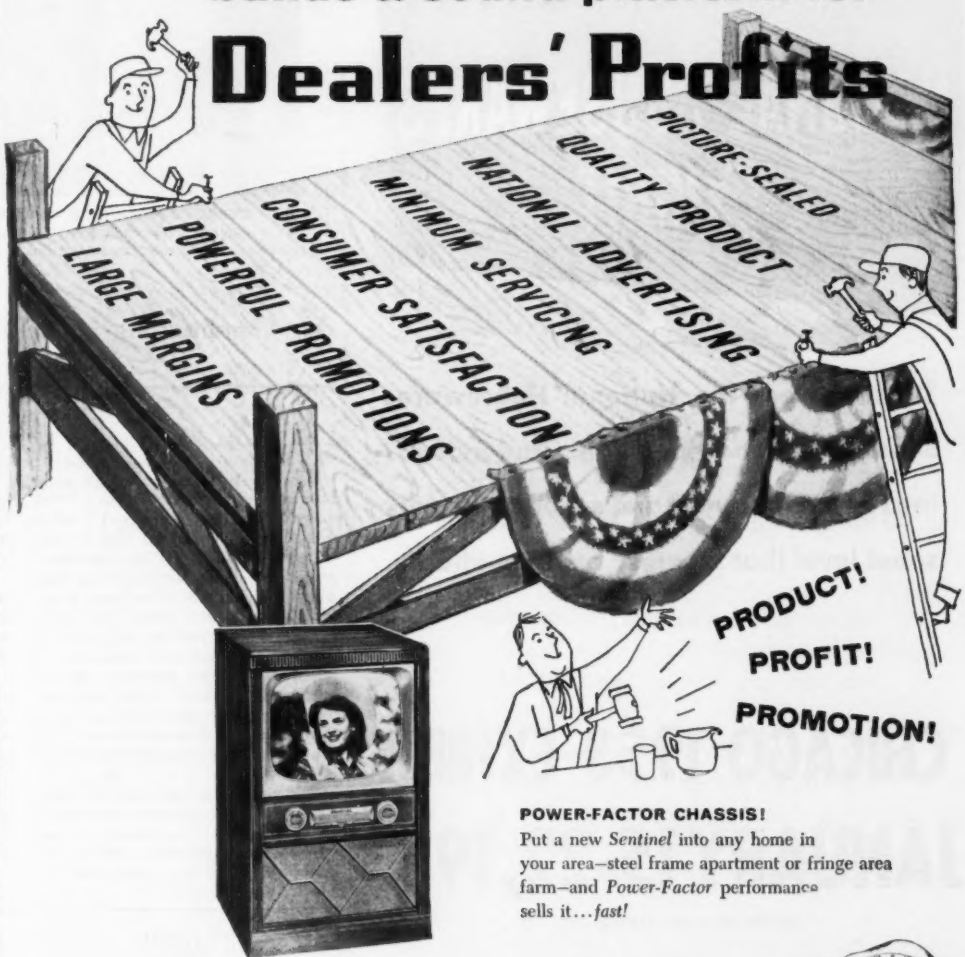
That the availability of credit would not be a factor holding down TV sales is evident in the advertisement in the *Rocky Mountain News*, July 25, which said: "Enjoy TV with no money down. Yes, you can get the full amount you need from us to buy your TV set for cash! You pay no money down . . . take 24 months to pay. Borrow on your signature—or your car, furniture, or real estate, paid for or not."

Here in the Mile High City, where an industry has made such extensive preparations for the coming of television, and such terms are available, a radio commentator might well close this report with "Ah, yes, they're selling plenty of television sets in Denver today." End

Sentinel

builds a sound platform for

Dealers' Profits



POWER-FACTOR CHASSIS!
Put a new *Sentinel* into any home in your area—steel frame apartment or fringe area farm—and *Power-Factor* performance sells it...*fast!*

Sentinel Stays Sold and Snubs Service Calls
—two reasons why profits come faster and remain in your bank account. And *Sentinel* is pre-sold for you by powerful ads in *Saturday Evening Post, Time, Better Homes & Gardens* and *Farm Journal*. Buy *Sentinel* TODAY.



Sentinel TV

SENTINEL RADIO CORPORATION • EVANSTON, ILLINOIS

There is no substitute for the

NATIONAL HOUSEWARES EXHIBIT

Twice a year the National Housewares Show is a means of renewing understandings between buyer and seller at the personal level that no other medium affords.

CHICAGO 1953 EXHIBIT

JANUARY 15-22, 1953

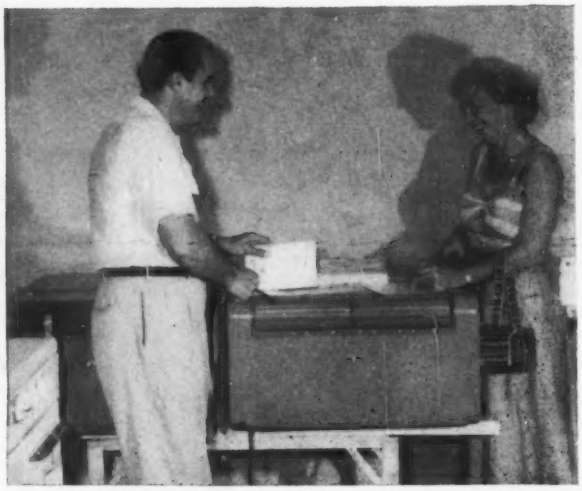
(Exhibit not open Sunday, Jan. 18)

NAVY PIER, CHICAGO

NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

Incorporated not for profit

1140 Merchandise Mart, Chicago 54, Illinois



4 **OTHER POINTS WHICH** Autry-Mahoney salesmen emphasize in selling room air-conditioning units are the low cost of operation, the quietness of the mechanism and the beauty and styling of the unit.

Air Conditioning in Action

CONTINUED FROM PAGE 124

I tell him to come along and I'll show him how to make an investment which will pay off for him in more business and satisfied customers. From a sweltering street, we enter the office of one of my customers who has his place air-conditioned. Here the prospect sees air-conditioning in action, what it does for an office, how it impresses and pleases people who come in, how it increases the efficiency of clerks in the office, and how much it improves the office generally. He can talk with the owner of the unit, ask for himself how much the unit costs to operate, and how satisfactory it is. It's the best and surest demonstration in the world.

"Of course, we run into the usual arguments. The prospect may regard air-conditioning as a luxury. If so, I try to show him that medicine also may be regarded as a luxury, but it's almost a necessary luxury and so is air-conditioning.

"We find it effective also to play up such points as the low cost of operating the unit, the quiet operation of the mechanism, and the beauty and styling of the unit itself.

"But of all the sales arguments you can use, none is so effective as that of letting the prospect feel and experience the comfortable effect of an air-conditioning unit in operation."

By this simple practice of selling his prospects by showing them air-conditioning in action, Autry's firm moves $50,000 worth of room air conditioning units annually, almost 25 percent of the company's total sales volume. The firm has four service men in its own service department and is equipped to handle any phase of installation or repair work.

End



"WELL, THE SPACE RANGER ISN'T YOUR DADDY—SO JUST STOP WISHING!"

CONTINUED FROM PAGE 94

any attention at all was one that featured sharply reduced prices. "Nothing works better than radio—especially in the summer time, because people are out with portables at picnics and out driving in their cars, etc.,—and direct mail," Shook believes.

Too Expensive for Results

"Inside selling is definitely a better way to achieve sales at a lower cost," Shook points out. "If I used outside men, I'd have to have at least nine or ten men to do the job properly. We now use only three salesmen, including myself, at the store. Although our sales are down about 35 percent this year, we still did over $10,000 in TV for the first six months of the year. If I had used outside men, it would have been much more expensive and wouldn't have sold many more sets.

"When people come in the store to buy a television set or any other appliance, you at least have a prospect who will listen to your sales pitch," Shook adds. "You don't waste your time like you do on so many of the calls to homes. Personally, I would never send men out to cold canvass, but we get the names of people who don't buy at the store, call them back on the phone, and sometimes close the sale in this way."

User-to-User, Too

People have told Shook that outside selling permits better attention to the user-to-user type of sale. He agrees that it may be possible to walk over to another home when you've made a sale if someone recommends a neighbor, but Shook has always used the phone and obtained excellent results. In fact, 60 percent of the people that come in the store mention that someone bought a set there and recommended that they drop in when they were ready to buy one.

"Inside selling eliminates more of the credit trouble," Shook points out. "People don't come in stores too often unless they feel that their credit is good, or they can pay cash for the appliance." Shook handles no paper, but lets people go to the bank across the street to finance sales.

Sell Up the Line

Shook believes that it is easier to sell up the line when someone is in the store. He can sell them another brand or a higher-priced set when they come in to look at a special set. "You are really doing well even to get in the home on an outside call," Shook explains. "But when people are in the store, they can be sold — or we wouldn't close eight out of ten prospects. If they came in to see a low-priced set, it is easier to sell them up to a better quality set (he carries Sylvania, Philco, Zenith, Capehart, Admiral, Emerson, Crosley, Motorola, RCA and G-E) when you can show the set's features right there in person.

"By the traffic you get, it is easier to judge how much inventory you should carry," he continues. "Last year, however, I got stuck on a bunch of sets because our traffic was very high and then stopped quickly. Most of the time it is easier to operate when you can work closer to your inventory. You can do that very easily when you check your store traffic."

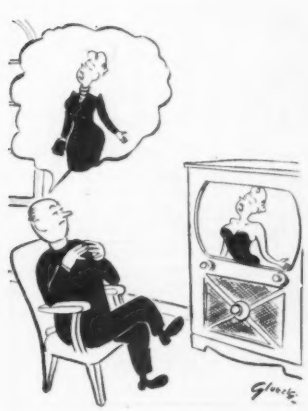
Have a Good Name

Shook is determined to make a good name for the store and keep his customers happy.

With about a 50 percent saturation of television in Pittsburgh and only one channel, Shook may have to resort to a stronger method of getting leads and sales. But he claims that a good service department, where people never have to wait over 24 hours to get their set back in operation, can go a long way to make people come to him to buy television.

"People who want to be in business for a long time," Shook concludes, "must set up a method of merchandising that makes sales and, at the same time, gives the firm the best opportunity to make a good name.

"As long as advertising does the trick, any dealer ought to use it to get prospects, whether it is for television or other major appliances. We keep all our appliances (except housewares) upstairs, because when customers come in, this will draw them through the store. Naturally, we are interested in selling jewelry as well, and you must have people in the store to do that. We know how to sell . . . whether it's jewelry or television, and there's no better way to do it than with good salesmen and a good line of merchandise right in the store." *End*



The Price Is Less

The price of a case of Tide is $5, not $6 as was incorrectly stated in the article *Churches Bring Him Traffic*, appearing on page 80 of the July ELECTRICAL MERCHANDISING.



Idea suggested by CLARENDON MOWER, Jr., S.S.S. Company, Atlanta, Georgia

In Chicago, it takes 2—
to hatch your sales plans

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market—and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!

**See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.*



CHICAGO
SUN-TIMES

CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

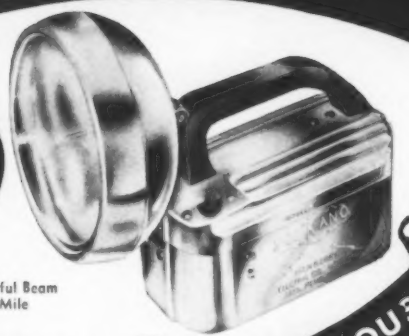
211 W. Wacker Drive, Chicago 6 — 250 Park Avenue, New York 17

Total Circulation, 550,293 Average Net Paid Daily (ABC Publisher's Statement for 6 mos. ending 3/31/52)

A BETTER LIGHT SELLS ON SIGHT

VOLKANO

PORTABLE ELECTRIC HAND LANTERN



MODEL 151
LIST PRICE $7.95
less battery

Throws a Powerful Beam For Half-a-Mile

Sealed Beam Makes Battery Last Up to 8 Times Longer

Made of Non-Corrosive Aluminum and Stainless Steel

visit us at space 440 and 441 National Hardware Show

WESTINGHOUSE SEALED BEAM

Ask us About the Complete Richberry Line

RICHBERRY ELECTRIC CO.
Affiliate of Gimco Tool & Mfg. Co.
2335-45 WEST CERMAK ROAD, CHICAGO 8, ILLINOIS

• AN AUTOMATIC SAUCEPAN
• AN AUTOMATIC ROASTER
• AN AUTOMATIC CASSEROLE
• AND A FOOD WARMER TOO!

America's Finest

Burpee
AUTOMATIC-ELECTRIC



DEEP FRYER AND UTILITY COOKER

$26.95 List Price

GIFT WRAPPED

Burpee leads the field with round, seamless, stainproof aluminum construction, spatterproof cover, self-draining basket, removable element — temperature controls for all basic cookery as well as perfect deep frying. Write for sample, details.

5 YEAR GUARANTEE!!

THE BURPEE CO.
Dept. B-9
BARRINGTON, ILLINOIS

ONE MAN *instead of two* DELIVERS APPLIANCES



WHEELS SWING FORWARD FOR LOADING
... BACKWARD TO BALANCE LOAD

Deliveries are easy ... safe ... and less costly with an Easload Appliance Truck. You save the cost of an *extra* man and the appliance is always safe because it is strapped on and cinched tight with a ratchet-type cincher. Rubber pads protect the finish.

Note how the large wheels with 10 x 2.75 cushion tires lock in the *load balancing* or the *loading* position until released by a foot pedal. See the two small rubber wheels used for loading.

Save the cost of an extra man; order your Easload today ... only . . . **$53.50** FOB LOS ANGELES

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street • Los Angeles, California

EASLOAD APPLIANCE TRUCK

To Catch a Crook

CONTINUED FROM PAGE 129

A collector retained $1,200 in collections from customers. When they were "punched up" by the office to settle up again, he told them to destroy the duns because they were incorrect.

Safeguards. Mail out statements to all customers with an admonition to report errors at once. If a dealer feels that he can minimize bad debt losses by sending out a collector on past-due accounts, he should check up on the collector periodically by sending out statements directly to delinquent debtors and advise them that they are merely for auditing purposes. Then, if there are any defalcations, they can be nipped in the bud. "Kiting" on accounts receivable or other crookery can run into big money if it extends over a year.

Gyp No. 4: Stealing Stock

A stockman sold merchandise from inventory and covered up the theft with fictitious inventory figures, getting away with $3,500. One dealer had exclusive selling rights to a certain electric pump. When a man came into the store one day and tried to buy the fittings that ordinarily went with such a pump, the dealer became suspicious. An investigation disclosed that the pump in question had been stolen, but without the customary fittings. Three of the drivers, working in collusion, had been stealing from this dealer for years. In this case, the exact loss reported was $6,359.03. Another dealer lost $2,200 through two stock clerks who stole merchandise, which they sold to friends and relatives, telling the latter that the various items concerned had been bought from their employer at wholesale prices.

Safeguards. A stock control system and systematic inventory procedure are deterrents to theft here. As with cash receipts, the dealer can minimize this hazard by having the driver load the stock on his truck after another clerk has recorded the outgo. Don't let drivers, or any other employe but those authorized, take goods out of stock and load up trucks.

Gyp No. 5: False Entries

A bookkeeper stole $3,600 and covered up by making false entries in the cash book. A sales clerk stole $4,100 in fifteen months by falsifying sales records. A bookkeeper stole $2,900, which she was supposed to use for paying bills and covered up by falsifying the records.

One dealer lost $350 through a clerk issuing fake cash credits to customers for goods returned, taking money from the cash drawer to equal the credits. A salesman and stock clerk sold merchandise for $2,600, kept the proceeds, covered up by issuing phony bills in the name of regular customers.

A store manager stole $1,100 by selling merchandising and pocketing the proceeds, covering up by fictitious transactions and duplicate billings, carrying the items as accounts receivable. A credit man appropriated $1,850 from cash receipts and falsified monthly cash sales reports. A bookkeeper set up fictitious accounts receivable and withdrew an equal amount in cash for personal use—$2,300 in less than a year.

Safeguards. Inadequate bookkeeping procedures and bad supervision of the bookwork were the main reasons reported for such losses. The cure is adequate bookkeeping and proper supervision topped by an annual audit. Most of these losses weren't discovered until the working capital became groggy, then an auditor was called in and found the trouble. Too many dealers leave all their bookwork to subordinates. Even though they know nothing about bookkeeping, they should look over the accounts occasionally. In time they will learn enough about it to do a good general job of supervision and minimize the chance of wrong-doing.



"WELL, I FINALLY DID IT, HONEY. PUT LIGHTS IN EVERY CLOSET."



"WHAT'S THE MATTER WITH IT?"

Gyp No. 6: Cash Pilfering

One dealer kept cash in an unlocked box. One day an employe walked off with $2,300. A sales clerk took $25 weekly from the cash register for 15 months, stealing $1,600. Thefts from petty cash may involve only small amounts, but they add up in time. Employees who steal from petty cash usually misappropriate in other ways, such as withholding collections and making unreported sales of merchandise.

Safeguards. A modern cash register with a device by which each clerk is held responsible for his receipts and must use a key to open machine so that each opening for a sale or "No sale" is recorded on the tape. If the register is opened with "No sale" key, the reason must be written on the tape and it must be a legitimate reason. Cash should be balanced daily and checked against prior period records to note any variance in receipts. The monthly profit and loss statement is another safeguard. Petty cash expenditures average up about the same from period to period. If they increase substantially, check against experience figures and handle petty cash transactions personally for a while to determine the reason for variances.

Gyp No. 7: Quick Steal and Get-away

Numerous cases disclosed that employees just took the money and beat it. In one case, a bookkeeper started drinking and gambling one night, took $1,175 from the safe and lost it all. In another case, a collector ran away with $1,500 he had collected. Another collector lost $1,200, the day's collections, in a poker game.

Safeguards. Such losses can be prevented only by bonding all employes. Many dealers bond only those who have access to cash, but the dishonesty losses cover many instances where employes directly or through collusion can get away with business assets the equivalent of cash, so insure all. The records show that length of service is no barrier to theft. A sales clerk employed 22 years suddenly went bad and stole $4,500 in a year. A creditman on the job for 20 years had been stealing for 15 years and confessed because he thought he had been discovered when an auditor set up a reserve for bad debts, although there was no ground for this belief. Often embezzlements are disclosed by a fluke of this kind, a chance happening, which, had it not occurred, would have raised the embezzler's take considerably.

Gyp No. 8: "Kiting"

A bookkeeper stole cash received for bills owed, $4,400, and covered up by paying these bills with checks received from customers on subsequent business. "Kiting" is an old dodge. Jones pays a bill, the embezzler pockets the money, Smith pays a bill, the embezzler settles for Jones' bill, and so on. If kiters would continue in this modest way, they might go on indefinitely, but they raise the take until it becomes too large to hide any longer, then confess or abscond.

Safeguards. Kiting can be done on cash income, cash outgo, accounts receivable, accounts payable and bank deposits. On cash income, the daily cash receipts summary will eventually show variances when compared with prior periods, inventory will check out short; on cash outgo, current figures will show an increase over prior periods; on accounts receivable, the dealer should supervise the sending out of all statements to credit customers so that the kiter does not fail to mail those accounts, which he has not yet credited with payment.

On accounts payable he should make a periodic check of his paid and unpaid bills to see that bills for which checks have been supposedly drawn are in the paid file, that payments due suppliers have not been misappropriated.

Employes and employers are under heavy financial pressure today because of high taxation, the decreased value of the dollar and the high cost of living, to say nothing of an apparent breakdown in moral standards, all of which makes it obligatory for the dealer to guard against embezzling employes by keeping adequate records, bonding the help and digging into the books once in a while himself. *End*

A GOOD SALES FEATURE..

When the appliance is powered by a—

Lamb Electric MOTOR



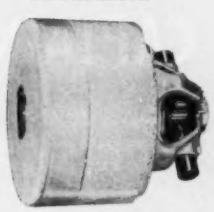
Series motor parts engineered for floor polisher; adaptable to food mixers and other household appliances.



Compact ball bearing series motor for high-speed grinders, pumps and small sanders.

You will find the appliance is easier to sell when you tell your customer that it is powered by a Lamb Electric Motor which is specially designed to provide good performance and assure long, dependable service.

High sales appeal, resulting from these advantages, speeds turnover which is one of the many reasons why leading dealers the country over like to handle appliances equipped with Lamb Electric Motors.



Compactly designed turbine provides dependable operation for canister-type vacuum cleaner.

The Lamb Electric Company
Kent, Ohio

In Canada: Lamb Electric — Division of Sangamo Company Ltd.— Leaside, Ontario

THEY'RE POWERING AMERICA'S *Finest* PRODUCTS

Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER MOTORS

DON'T CUSS
those scattered tools or parts!



"KARYALL" Model H Compartments are designed to eliminate scattered tools and parts, protect from weather and theft and are available in sizes to fit ½, ¾ and 1 ton pickup trucks.

"KARYALL" Compartments are easily installed and readily convert your pickup into a quickly inventoried service truck.

- FORD
- DODGE
- CHEVROLET
- STUDEBAKER
- INTERNATIONAL

Write for descriptive literature

KARYALL BODY, INC. 8221 CLINTON ROAD CLEVELAND 9, OHIO

The CAPTAIN wants to MEET YOU!

SEE PAGES 138 & 139





HOT WATER FAST

With

Flasheat

America's Favorite

Electric Water Heater

Just put the unit in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time.

Has many uses, such as: Heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc. Ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY **$5.95** LIST

SOLD ONLY THROUGH JOBBERS

Write for Literature

G. L. ELECTRIC CO.

20725 Harper Detroit 24, Mich

TV Comes to Canada

CONTINUED FROM PAGE 121

Technical information was given dealers who attended the town meeting sessions conducted by the staff of the Saunders Radio and Electronics School of Boston.

They'll Go Their Own Way

TV comes to Canada long after it has been well established in the United States and a number of other countries, mainly because Canadian legislators and their advisers have not liked what they've seen on U. S. television programs. Canada's radio broadcasting set-up is half-way between the free enterprise system of the United States and the government monopoly system in use in Great Britain. The CBC is the regulatory body for broadcasting in Canada; it also operates stations and is the only body which may operate networks. It regulates the privately-owned stations and competes with them for advertising business. It also supplies cultural sustaining programs for minority audiences.

When TV developed, the Canadian government and its CBC advisers decided originally that only the government would operate TV stations, the aim being to raise the cultural level of programming from that of radio broadcasting and to eliminate many of the types of programs which have met with criticism in the United States. Advertising is also to be limited.

Neither Canadian independent broadcasters nor radio manufacturers have seen eye-to-eye with the Canadian government on this policy. They have urged the government to let privately-owned television stations be built in the major cities where these could operate without cost to the taxpayer and without a grant from the federal treasury. They have urged the government to build its stations in areas of Canada which cannot support commercial TV stations. In this way, they argue, more Canadians will see TV, more sets will be sold and the result will be more tax dollars in the treasury.

But the government has not budged from its decision, and so has built at taxpayer's expense two major TV production centers and transmitters at Toronto (channel 9) and Montreal (channel 2). It has not licensed any privately-owned TV stations as yet, but has suggested that all applicants in any one city pool their resources and apply for one license, with the prospect of obtaining individual licenses at some future date. No applicants have co-operated, though money and equipment is available for a number of stations when individual licenses will be granted.

Three Hours a Day

Television in Canada when it starts this fall will be somewhat different from that experienced on most U. S. stations. First of all there will only be two or three hours each evening for the first year. Some 350 TV technicians and producers have been trained by the CBC to handle its productions in both cities. Live programs will be Canadian talent as much as possible. Films of British programs will be imported. Only a maximum of 25 percent of program time will be given to imported U. S. programs and then only the best available. This will come mainly by micro-wave relay from Buffalo to Toronto, which is to be ready in September. A micro-wave relay system is also being built by Bell Telephone of Canada between Toronto, Ottawa and Montreal.

Commercial programs are expected to account for at most 60 percent of all programs, and rates are set high enough so that advertisers will help support the 40 percent of sustaining programs. Advertisers will have little control over their program production and advertising content is decidedly limited. Advertisers are not happy about the prospects, look forward with misgivings to Canadian TV under its present policy set-up.

Blackboard, not Billboard

CBC TV programs will be as entertaining as possible, but will have cultural and educational backgrounds. As one CBC executive stated: "Canadian TV will not be an electronic billboard, but an electronic blackboard. There will be sportscasts, variety programs, lectures, quiz shows, and children's programs. For the past three months the CBC staff has been working on a daily schedule as if the stations were already on the air. The government has granted the CBC about $2,000,000 for its first year's programming activities."

The future of TV stations in Canada is uncertain. The CBC will within the next two years open stations at Quebec City, a second station in Montreal (because of the necessity of having a French and English station), a station at Ottawa, others at Hamilton, London, Windsor (opposite Detroit), Winnipeg, and Vancouver. After that program has been completed there have been intimations that private interests in the broadcasting or movie industry may receive licenses for TV stations.

For the electrical appliance dealer TV in Canada means sales in the immediate future only in the southern Ontario and Montreal areas. The Montreal transmitter will be located on Mount Royal, and is expected because of its location, to service an area of about 75 miles radius. At Toronto the station is located in the downtown area with a 570 foot transmitter tower and will reach out about 60 miles. Other localities in southern Ontario will continue to depend on U. S. stations for their TV reception. And in Toronto the dealers will count on selling sets to people who will be able to tune into U. S. stations instead of depending, like most Montreal dealers, on the few evening hours of local telecasting. *End*

TV Outside

CONTINUED FROM PAGE 95

you'll never get a chance to sell the product."

Although Colonial Television opened as an outside sales organization, they only keep four men. Ouzts would prefer to have a couple more, but he believes it is better to have men who will work and work hard than a big staff with lots of idle time on their hands.

Good outside salesmen are hard to find. "The majority of people are lazy," Ouzts says. "Some men we interviewed thought we would put them on to follow leads. Well, I quickly told them that we wanted men to go out and work, to go out and cold canvass, and make sales. Naturally, this isn't easy for many people even though they have sold before. Most appliance salesmen are used to quick, easy sales. Outside selling is harder, especially on television, but it can be done.

"We have the salesmen carry a set along in their cars," Ouzts continues. "When he needs to make a demonstration, he can get the set out. But I've seen times when I'd make dozens of calls and never used a demo at all to close the sale . . . some of them in about 10 minutes time. However, a half hour is the usual time."

The best method of attacking the outside problem is just to go down a street and start calling on every house. About ten days later the salesman will hit the street again.

Like An Old Friend

"After I've gone in an area and made a couple of sales, I'm considered almost like an old friend," says Amity. "People usually notice that I've been along there before and welcome me more on my return trip. In other words, I've gone on some streets and haven't been able to get into some of the homes, but after I made a sale on the street and then came back to call on the other homes, I've been received as if I was a trusted friend. Sometimes you get into a long conversation, and this might be bad, as you could be wasting your time and the prospect's, but through some of the conversations I've found good TV and other appliance leads. Every customer I have is usually good for one lead every month. That's when this outside selling works. Nevertheless, it is still advisable to make home calls only from 9:30 to 11.30, and from 1:30 to 4 p.m. That is, on most appliances. However, on television you also can come back at 7:30 p.m., because you are 99 percent more successful if you can catch both people at home in some areas of town.

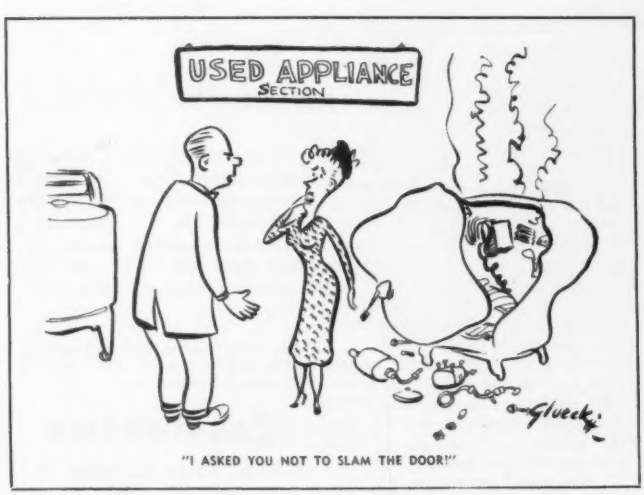
"Saturday is the worst day to make calls. But, on Sunday, you can make calls all day in some sections. In fact, it is better that day than any other day of the week."

Check Other Floors

"Too many salesman fail to check the people who live on the second and third floors of buildings when making outside calls," Amity adds. "It is important to ask the lady on the first floor whether or not she knows if the people upstairs are interested. I can remember several times when sales that were real easy would have been missed if the salesman had not inquired about the people upstairs. For one thing, when you have already made a call to the building, other people will accept you more readily. And that is very important to an outside salesman."

Colonial salesmen believe that it is wrong to wait a month before rechecking a street for call backs. Some people will forget all about you, they believe. The best time to close sales for people that couldn't make up their minds the first time is about two weeks. "No matter what street you go on, no matter how many times you call back on a street—you can always get one prospect," Amity explains.

End

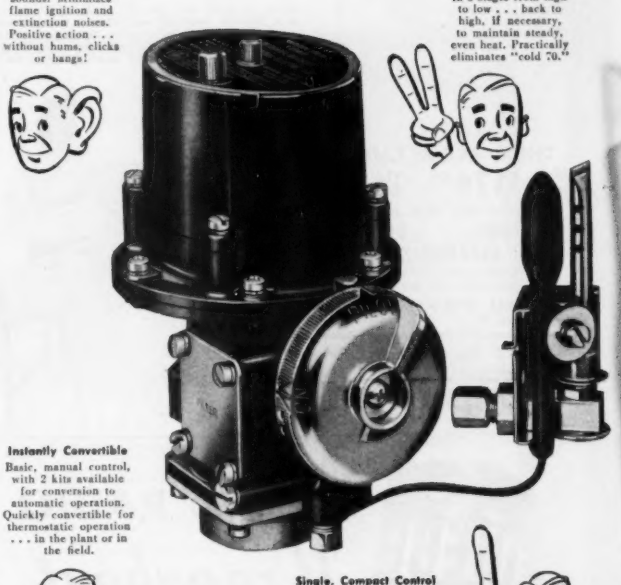


"I ASKED YOU NOT TO SLAM THE DOOR!"

THINGS ARE HAPPENING
in Gas Control

Completely Silent
No annoying operating sounds. Minimizes flame ignition and extinction noises. Positive action . . . without hums, clicks or bangs!

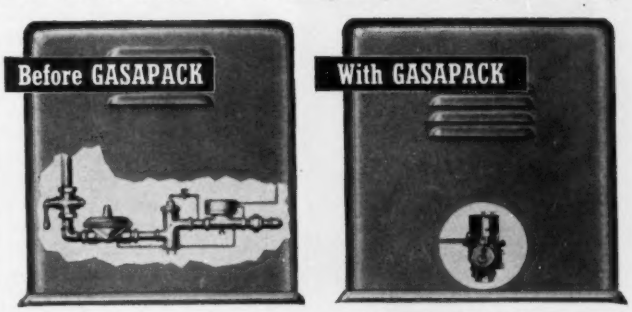
Two-Stage Flame Control
Temperature modulates in 2 stages from high to low . . . back to high, if necessary, to maintain steady, even heat. Practically eliminates "cold 70."



Instantly Convertible
Basic, manual control, with 2 kits available for conversion to automatic operation. Quickly convertible for thermostatic operation . . . in the plant or in the field.

Single, Compact Control
One-unit installation replaces four or five controls, with all their connections and pipe joints. Simple to install; easy to service.

See the difference . . . in simplicity . . . in space saving



Want satisfied gas appliance customers? Make sure every gas-heater installation is made with the revolutionary Gasapack. This simple, compact control eliminates old-fashioned hookups. Builds customer good will. Provides completely silent, safe, dependable operation. Cut cost of assembly, too — as much as 67%.

DEPENDABLE Controls

A-P CONTROLS CORPORATION
(Formerly Automatic Products Company)
2400 N. 32nd Street • Milwaukee 45, Wisconsin • In Canada: A-P Controls Corporation Ltd., Cookville, Ont.

Announcing!

THE NEW *AIR-FLO*
ELECTRIC CLOTHES DRYER



WORLD'S FIRST 110 or 220 VOLT *PORTABLE DRYER!*

- Converts In 20 Minutes from 110 to 220 Volts—*For Only $10!*
- BIG CAPACITY — Holds 10 lbs. Clothes!
- FAST DRYING — 30 to 50 Minutes With 220 Volts!

Here's a dryer you can sell to families who do not presently have 220 current . . . and you can convert it for them later at low cost! Most amazing dryer made. There's *no tumbling . . . no tangling . . . no lint!* Cuts ironing time in half! Safe for sheerest fabrics.

← Model 220
31" x 24" x 42"
Model D-12 →



THESE ARE *RETAIL* PRICES!

220 v. Model **$179.95** 110 v. Model **$169.95**

(Includes Fed. Exc. Tax & Advertising Allowance)

DEALERS . . . . DISTRIBUTORS
REPRESENTATIVES:
A few choice territories for Air-Flo Dryers are still available. Write:

NATIONAL ENGINEERING & MFG. CO.
519 Wyandotte St. Kansas City, Mo.

LOOK! *For Apartments, Small Families!*
Famous Model D-12 Air-Flo: Portable. Operates on 110 volts. Holds 6 lbs. clothes. Use it also as a hair dryer, summer fan or winter heater. **$139.95** Incl. Fed. Ex. Tax Advtg. Allowance

WEBB

TV AND RADIO *Wrapabout*

protection plus...easy, efficient handling



Wrapabout protection for your TV and radio sets costs so little, yet it's worth so much. It's all-round protection, insured by heavily-padded canvas outside —soft, scratchless flannel inside. It's versatile protection . . . each Wrapabout adjusts to a variety of sizes. Wrapabouts fasten securely and fast . . . make delivery or service handling easy and swift. Wrapabouts pay for themselves in no time by adding efficiency in your operations . . . by assuring customer satisfaction on deliveries and pick-ups.

WEBB MANUFACTURING COMPANY, 2918 N. 4th St., Phila. 33, Pa.

Send Wrapabout prices and information on

(radio) (television) set model #_____ make_____

Name_____

Address_____

City_____ State_____

A New Promotion Every Month

CONTINUED FROM PAGE 108

"We were surprised to see as many people in the store during the show," Lattin said. "We had a bad wind storm but despite it, we had over 80 people visit us."

To promote the program, Lattin used 75 radio spots ($180) on the CBS station in Huntington; over $500 was spent for newspaper advertising, and the TV station, WSAZ-TV put in free plugs all week at the time of station breaks to announce the show.

In addition to $360 for the half-hour television show, (besides the extra plugs during the regular weekly program), $100 was used for follow-ups in the newspaper. The cost of the television show included talent which consisted of a singer and pianist, a family of five singers from Grayson, Kentucky, and a quartet of Negro high school girls.

Planning Necessary

It's Harold Frankel's theory that about three weeks planning is necessary before a promotion can really be a success. In fact, they usually have promotions planned at least a month or two in advance. In late January, a March promotion for dishwashers was already settled and an April promotion for refrigerators was pretty well lined up.

"Last year, we worked hard to make TV sales, and neglected our white goods," Frankel states, "but we are going hard on them now. We are over 47.7 percent ahead of the first quarter for last year. Some of our promotions cost us very little. We have our own home economist, and on the joint promotion with Kroger, they supplied the food she used on the range at the store; they set up windows, ran ads ($100.00) and paid half of the cost of the range we gave away (our cost $40.00)."

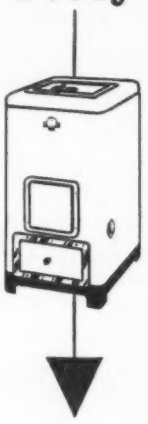
The safest way for an appliance dealer to double his money is to fold it and put it in his wallet.

Another promotion was used in May. They had their truck set up outside of the store with a range and the demonstrator cooking roast beef for sandwiches. Cokes were served, but they were furnished by Coca-Cola, and the meat was provided by Kroger. So, it cost almost nothing. Frankel plans in the future to give away a pony or a baby elephant every two or three weeks. He will have the elephant in front of the store for a month before it is given away as a prize.

"We have another little project that we run weekly," says Lattin. "We have clubs invited down to our store three nights a week. We limit the number to 20, and pay the club treasury 50¢ per person. At each

(Continued on opposite page)

here
in ten words
is the
CALCINATOR
story



only
CALCINATOR
disposes of
all garbage
and
burnable
trash
automatically

10 words that pack a powerful sales story! **Electric Calcinator is automatic. There is nothing to watch . . . nothing to turn. Calcinator is carefully engineered, trouble free—built for a long life of satisfactory service. Calcinator is profitable.**

Also models for natural, manufactured, mixed and all LP gases. Write dept. EM for more information.

CALCINATOR
VALLEY WELDING & BOILER CO.
Bay City, Michigan

A New Promotion Every Month

CONTINUED FROM OPPOSITE PAGE

meeting we average one sale of a range or other appliance.

Frankel has been in the appliance business—successfully—six years. "You have to learn that it's necessary to gamble . . . to make money you must spend money," he points out. "It's just common logic. But a person can get a lot of help by reading trade papers and magazines. In addition, many of my plans come from letters received from out of town dealers. As a member of NARDA, I've gotten tremendous help.

"One important thing I've learned is to keep your store to two major and

A smart electrical appliance dealer believes only half of what he hears—the right half!

one minor line. It takes a lot of capital for inventory or parts. When you show several different makes it tends to confuse the customer. We've dropped several television lines and nobody seems to complain because we don't have them anymore."

One important thing that keeps Frankel salesmen in a good salary bracket (even though they draw just 3 percent) is that each man works on a 5 day shift in the store. Two half days are spent on outside calls. He is not allowed on the sales floor on his off-morning. If he came into the store, he would not be credited with the sales. "That way," Lattin insists, "We have the men following up leads made at the store or over the phone, and they still don't feel they are missing sales if they go out on calls."

The first year that Frankel went into business he used several large window blinds on the wall to list the names of the people that bought ranges. When a prospect was in the store, Frankel pulled it down to show the names of other purchasers. "It was a pretty successful idea," he admits, "But it is only good for several months. This year I decided to do it for television. I've put up 1600 names (on five blinds) of all the people that bought Majestic TV sets. We pull the blind down when we think we need them as a closer."

Frankel believes that it is necessary to really give the customer something besides a fixed price in the ads. Sometimes they harp on how they can't give free home trials on television, or how the store stands behind all they sell with a service department. Another policy is that after all major appliance sales, a personal call by the home economist is made to make sure that all customers can operate the appliance and are pleased with it.

"Whether you plan to spend $40,000 or not on promotions," Lattin sums up, "it's necessary to make each one different, and make sure they are well-planned." *End*

The "Big Three" in TV

SCOTT · Meck · MIRROR-TONE

For more than a quarter of a century the name Scott Radio Laboratories, Inc., has represented the utmost in quality. Today, that great name is linked with Meck and Mirror-Tone as part of *the most complete line in the radio-television field.*

There's a model for every taste, a price for every purse—ranging from the economy-styled Mirror-Tone sets, through the "big screen" Meck series, to the magnificent Scott radio-television-phonograph combinations, unexcelled masterpieces of beauty, style, performance.

More than one and a half million families are satisfied owners of these sets . . . proof of the ever-growing popularity of this complete family line.

Remember, the "Big Three" in television and radio—Scott, Meck and Mirror-Tone.

Your customers have . . . *for more than a quarter of a century.*



Exquisite Scott combinations incorporate the "Silver Anniversary" TV chassis . . . triple speed phonograph . . . AM/FM radio with high fidelity amplification unit.

Smartly styled Meck series features crystal clear picture quality . . . full picture depth . . . clean, sharp contrasts for maximum viewing enjoyment. Adaptable to U.H.F., of course.

Mirror-Tone . . . world's lowest priced television set. Sells for as low as $99.95—with no sacrifice of quality or performance.

MECK TV, INC.
1020 North Rush Street, Chicago, Illinois



Modern Appliance Dealers Use Modern Method of Handling Heavy Appliances



It's safer, faster, much easier to handle heavy merchandise in and out of a truck with a CEMCO Hydraulic Tailgate.

Consists of using hydraulic power (2,000 lbs. lifting capacity) supplied by truck motor to make a lifting platform out of your truck tailgate. Can stop and hold load at any point on way up or down. Fits any truck of ¾ ton or more capacity. Send for details! Write Dept. EM-9.

CEMCO INDUSTRIES, INC.,
GALION, OHIO

How a Drug Store Sells Housewares

CONTINUED FROM PAGE 122

sodas, the girls who sold perfume and the pharmacists who rolled the pills had nothing to do with appliances.

Three Ways to Get Sales

All Skillern stores carry electric housewares. Some 15 or 16 of them carry major appliances. In every case, however, they have found that there are three roads that lead to the sale of an appliance.

(1) Frank Skillern believes that the idea of buying an appliance is something that develops gradually in one's mind. Consequently, you may be in a Skillern store sipping a cup of coffee. You look around and see an appliance. You wander over and take a peek. Thereupon one of the people who are selling appliances takes you in tow as a prospect.

(2) The next road to an appliance sale comes from your purchase of some other item. You may be in the store buying a rose bush, for instance, which is right next door to appliances. Again your eye strays to an interesting exhibit. You wander over and become a prospect.

(3) The third method of making a prospect of you comes from a tipster service. While buying cosmetics, a woman may start gabbing to the clerk that she is going to get a new coffeemaker. The moment the customer leaves, the clerk writes out a tip card and passes it on to the appliance salesman. Or, if possible, the customer is taken over there and then, and the various appliances are demonstrated.

Three Percent for the Girl

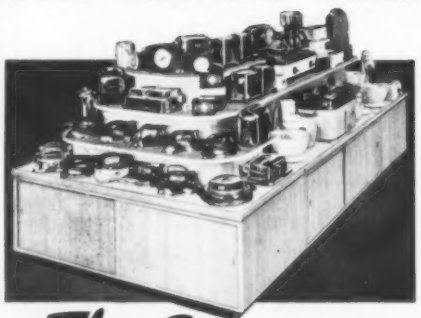
If a sale is made, the appliance salesman who has just made the deal comes over to the girl's cash register and rings up the sale. It is thrilling to a girl who is used to selling items priced at 25¢ to $1.50 to have a $50, $75 or better sale rung up. If it is a major appliance she is even more excited when $300 or $400 goes on her register. On this, mind you, she gets a three percent commission. Small wonder the girls are rooting their heads off to get prospects for salesmen.

Now, about the way the Skillern stores overcome the jealousies that take place when regular sales help and specialty people are in the same store.

All of the appliance salespeople are men. All of the salespeople in the other departments are girls. Somehow, women are not jealous of men coming and going in and out of the store—yet they would be of other female help, if the management allowed them to enjoy these privileges.

Skillern's avoids the handicap that hangs over "drug store" quality electric housewares by carrying nationally advertised brands. Furthermore, there is a service department which will make repairs or installation just as quickly as any independent dealer can. *End*

SELF-SERVICE SALES CLIMB!



- "Related-Item" Buying is Multiplied
- Impulse Sales Increase Sharply

Tested and Proved

***Flexo-Step* STORE FIXTURES**

- Unlimited Flexibility...Individual Steps Removable
- Easy to Effectively Display Merchandise of any size or shape
- All merchandise is Easy-to-See...Easy-to-Handle...Easy-to-Buy
- More Selling Space...50% more than Conventional Equipment
- Brings you more money per square foot of floor space
- Sliding Doors in Base Permit Easy Access to Storage Space
- Expertly built of Strong Veneers by Fixture Craftsmen, Beautifully finished
- Shipped Completely Assembled...Ready to Make Immediate Sales for You

ADD SALES CO. 714 COMMERCIAL ST. MANITOWOC, WIS.

WRITE . . WIRE OR USE THIS COUPON FOR MORE SALES AND PROFITS

ADD SALES CO. DATE.....
714 COMMERCIAL ST.
MANITOWOC, WIS.

PLEASE SEND ME FREE FULLY ILLUSTRATED CIRCULAR ON FLEXO-STEP STORE FIXTURES WITH PRICE LIST.

NAME.....

STREET.....

CITY.....

Nail Down Profits With These 3 Popular Empire METAL WARE

ELECTRIC LANTERNS

SAFEWAY Travelite No. 958



Blinks . . . Beams . . . or Blinks AND Beams! Twin Switches. Red flasher cautions traffic, while side spot beam provides powerful service light. Pivot Base

$5.95

No. 900 FOCAL-RAY



Focal adjustment. Throws powerful spot-beam or floodlight by turning lenshead. Pivot base — light stays "put" at ANY angle. Plastic handle.

$3.50

No. 870



Turn night into day! Twin lights — extra brilliant side light with top flood light. Pivot base spots light up or down

$4.50

Meet the great Farm, Sports, and Motoring demand for Electric Lanterns with these three EMPIRE styles. Nationally Advertised, this popular trio will keep your stock rolling—your profits growing.

Empire *Ask for the EMPIRE Electric Lantern Catalog.*

The METAL WARE Corp.
Two Rivers, Wisconsin

NOW! AUTOMATIC thermostatic CONTROL!



KING-SIZE
TITAN
PORTABLE HEATER
with
THERM-O-DIAL

Features thermostatic control . . . turns heater on or off automatically! Just set it . . . then *forget* it. A BIG heater, with plenty of power. Priced unusually low for volume sales . . . $19.95

Without Therm-O-Dial control, $14.95

Titan's EVER-COOL case assures accurate comfort control at all times. The case never becomes hot which prevents the thermostat from shutting the heater off before the air in the room has reached the desired temperature. The Titan case *stays* cool . . . even after hours of continuous operation. To further insure the proper operation of the thermostatic control, the THERM-O-DIAL unit itself is housed in a specially constructed case of its own . . . *outside* the heater. A wide variety of portable and built-in wall heaters are also available with or without THERM-O-DIAL control. Write for details.

NOW! MAKE ANY ELECTRIC HEATER FULLY AUTOMATIC!



NEW! PLUG-IN THERM-O-DIAL

Just plug any electric heater into Therm-O-Dial unit, set the dial and enjoy automatic comfort control at its best! Every heater customer will want this handy unit at $6.95

WRITE DIRECT OR ASK YOUR JOBBER

Titan
MANUFACTURING CO., INC.
701 Seneca St. • Buffalo 10, N. Y.

More Display, More Record Sales

CONTINUED FROM PAGE 103

clown dolls and a banner reading, "Kiddie Records."

For the person who knows what he wants, the self-service plan is excellent. He walks in, locates the category and record speed, makes his selection. He seldom listens to the record. He pays at the cashier stand which is the only exit from the department; and while the record is being wrapped, he may also buy accessories—needles, a record cleaner, storage albums.

The shopper who likes to browse often finds records that he wants, but would not recall if he were asking a sales clerk for some other specific number. His is impulse-buying, and this type of single-record sales has increased tremendously with the self-service system.

Sales records prove that the buyers of classical recordings do not prefer the self-service type of record business. The increase in volume of popular records is far ahead of the increase in classical record sales at Music City.

This lack of the personal touch which a sales clerk can give to a store may be a logical customer complaint. Yet the compensation of visual displays in an adequate area is conducive to sales—and has resulted for Music City in a 100 percent increase in record sales in the past four months.

Many an appliance dealer has kept his nose to the grindstone so his wife could turn hers up at the neighbors.

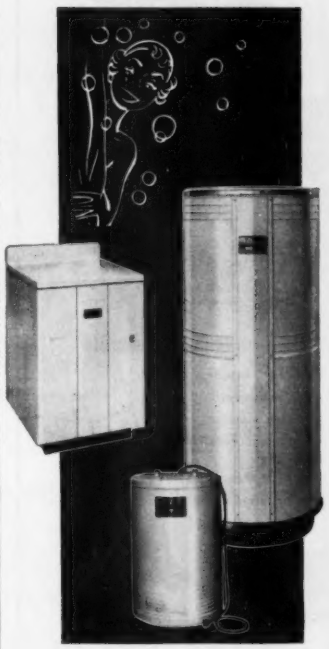
The medium of advertising this new self-service in the record business was at hand for Music City—as five disc jockeys are on the air seven days a week—36 hours—from a small adjoining broadcasting room, with its show window on the sidewalk. In addition, window displays announced the new type of record service. And the store's location, at one of the best known corners in the United States—Sunset and Vine, in the heart of the night life and entertainment area of Hollywood—helps to make this particular business successful. People drop in for recordings of selections they have heard across the street at the NBC studios, at the neighboring night clubs. And that's the reason for the long hours at Music City.

"Peak hours for selling records for us are between 1:00 and 4:00 p.m., 8:00 and 11:00 p.m., and there is a good crowd in the department after midnight. At 1:30 a.m. the other night I counted 45 people in the store."

The trend towards a self-service business in records is a logical one for large stores, in Wallichs' opinion. If the location is advantageous for a record business, he believes that this new type of merchandising will build sales—as it has done at Music City.

End

Get what you WANT...in
MODERN
Automatic Electric
WATER HEATERS



MOST COMPLETE LINE—TOP QUALITY—TOP PERFORMANCE—PROFITS!

You name it—MODERN'S *get* it—everything you want in automatic electric water heaters. Most *complete* line—finest quality—top performance. Style that attracts—features that *sell*. And every unit priced for *profit*. See for yourself.

- 5½, 12, 20, 30, 55, 66 and 82-gallon sizes
- Standard, Deluxe and Table Top models
- "Magic Circle" black heat surface elements heat up fast—won't lime up
- Adjustable surface type snap action thermostats
- Built-in heat trap to prevent back circulation on hot water line
- Extra heavy blanket type insulation
- Listed by Underwriters' Laboratories, Inc.
- Magnesium anode and 10-year tank warranty at slight extra cost
- Sparkling white Dulux enamel finish—baked on for long life

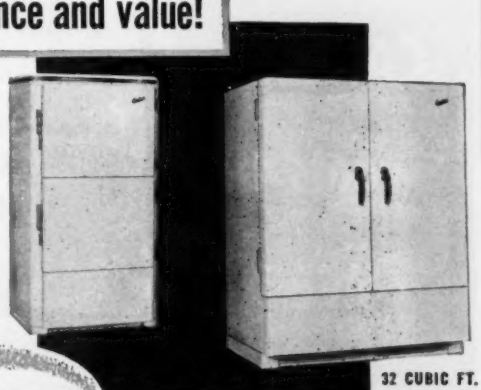
WRITE FOR DETAILS AND PRICES

Also a complete line of domestic and commercial water softeners and filters.

MODERN WATER EQUIPMENT COMPANY
Dept. EM, West Chicago, Illinois

WATER SOFTENERS • FILTERS • ELECTRIC WATER HEATERS

harmony of design . .
appearance and value!



15 CUBIC FT.
32 CUBIC FT.

United

Note your own experience. Only an UPRIGHT FREEZER can give you large capacity service in a limited floor area . . . only a UNITED UPRIGHT FREEZER has the appearance and convenience that are demanded today.

And here's a new note. UNITED'S UPRIGHT FREEZER has contact coils built into top, bottom and each of the four shelves. Therefore, each shelf is an individual 'fast freeze' unit . . . built in for faster freezing and better holding qualities.

Demand the freezer that does the most for you—UNITED'S UPRIGHT FREEZER—and your sales will show you why.

UNITED UPRIGHT FREEZERS come in two popular sizes 15 cu. ft. and 32 cu. ft.

For complete information phone, wire or write today.

UNITED REFRIGERATOR CO.
Locus & Walnut Streets • Hudson, Wisconsin

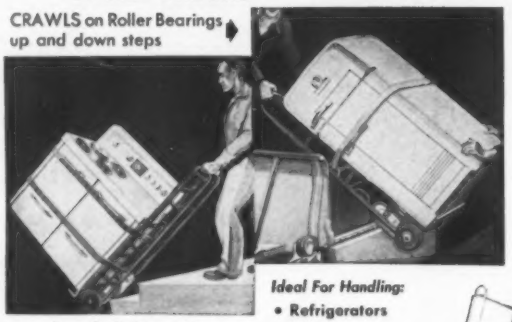
EXPORT SALES DIVISION | SCHEEL INTERNATIONAL, INC. 4237 N. Lincoln Ave. • Chicago, U. S. A.

Appliance Movers Like

Escort
HAND TRUCKS

The Truck with the CRAWLER TREAD

CRAWLS on Roller Bearings up and down steps



Everybody likes this

APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

Ideal For Handling:

- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance

Catalog on request



Escort CRAWLER HAND TRUCKS



STEVENS APPLIANCE TRUCK CO.

Norton Road — P.O. Box 897

Augusta, Ga.

The CAPTAIN wants to MEET YOU!

SEE PAGES 138 & 139



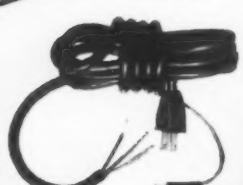
Columbia

CORD SETS

The illustrated three-conductor heavy duty power cord set, with detachable ground jack, is typical of our complete LINE of UL

for every purpose

APPROVED CORD SETS



We specialize in power cables, harnesses and custom assemblies to government specifications.
Write for brochure!

"National distributors and warehouse for ANACONDA denshealh television and radio wires and cables"

Columbia

WIRE & SUPPLY CO.

2850 Irving Park Road • Chicago 18, Ill.

Manufacturers' Sales*

BED COVERINGS — Units

June 1952	30,297
6 Mos., 1952	140,343

(1951 not available)

COFFEE MAKERS

June 1952	53,503
June 1951	109,168
6 Mos., 1952	443,355
6 Mos., 1951	594,363

% Change vs. 1951

June 1952	−50.99%
6 Mos., 1952	−25.41%

DRYERS, CLOTHES

June, 1952	31,720
June, 1951	39,908
6 Mos., 1952	227,463
6 Mos., 1951	217,966

% Change vs. 1951

June, 1952	−20.52%
6 Mos., 1952	+ 4.36%

FREEZERS, Home and Farm

June, 1952	98,871
June, 1951	63,322
6 Mos., 1952	366,685
6 Mos., 1951	397,922

% Change vs. 1951

June, 1952	+56.14%
6 Mos., 1952	− 7.85%

HEATERS, Convector and Radiant

June, 1952	2,524
June, 1951	8,018
6 Mos., 1952	15,192
6 Mos., 1951	65,645

% Change vs. 1951

June, 1952	−68.52%
6 Mos., 1952	−76.86%

HEATERS, Fan Forced & Fan-Heater Combs.

June, 1952	11,352
June, 1951	3,046
6 Mos., 1952	58,904
6 Mos., 1951	109,733

% Change vs. 1951

June, 1952	+275.68%
6 Mos., 1952	−46.32%

HEATING PADS

June, 1952	69,813
6 Mos., 1952	265,296

(1951 not available)

HOTPLATES & DISC STOVES

June, 1952	20,503
June, 1951	18,080
6 Mos., 1952	131,940
6 Mos., 1951	236,376

% Change vs. 1951

June, 1952	+13.40%
6 Mos., 1952	−44.18%

IRONERS

June, 1952	17,654
June, 1951	24,500
6 Mos., 1952	86,423
6 Mos., 1951	164,100

% Change vs. 1951

June, 1952	−27.94%
6 Mos., 1952	−47.34%

IRONS, Automatic, Standard

June, 1952	105,582
June, 1951	352,025
6 Mos., 1952	864,707
6 Mos., 1951	2,198,767

% Change vs. 1951

June, 1952	−70.05%
6 Mos., 1952	−60.67%

IRONS, Steam & Steam Attachments

June, 1952	210,437
June, 1951	205,258
6 Mos., 1952	1,045,671
6 Mos., 1951	965,622

% Change vs. 1951

June, 1952	+2.52%
6 Mos., 1952	+8.29%

IRONS, Travel

June, 1952	20,626
June, 1951	14,458
6 Mos., 1952	84,934
6 Mos., 1951	166,011

% Change vs. 1951

June, 1952	+42.66%
6 Mos., 1952	−48.84%

RADIOS, Home

June, 1952	297,669
June, 1951	340,001
6 Mos., 1952	1,831,877
6 Mos., 1951	4,192,964

% Change vs. 1951

June, 1952	−12.45%
6 Mos., 1952	−56.31%

RADIOS, Portable

June, 1952	205,186
June, 1951	228,454
6 Mos., 1952	685,085
6 Mos., 1951	845,309

% Change vs. 1951

June, 1952	−10.18%
6 Mos., 1952	−18.95%

RADIOS, Automobile

June, 1952	246,909
June, 1951	494,202
6 Mos., 1952	1,543,877
6 Mos., 1951	2,969,632

% Change vs. 1951

June, 1952	−50.04%
6 Mos., 1952	−48.01%

* WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO, TELEVISION—Industry Estimate by Radio-Television Mfrs. Assn.; ALL OTHERS—NEMA Members, Not Industry.

The MASTER Line
OF HOME HAIR DRYERS

HAS EVERYTHING!



7.95 List Price

THRIFTEE • • • • • • • • •
for volume sales.
Highest quality in low priced field. Beautiful plastic housing in gray, wine or beige. Hot or cold air. AC only.
List Price (with chrome stand)..... $7.95



SUNNY • • • •
Maximum beauty and performance in its price range. Superior to dryers selling for much more. Three sun-splashed colors. AC or DC. List Price (with chrome stand)..... $14.95



UTILITY • • • •
Professional performance at a minimum price. Portable use only. Hot or cold blast. Green hammerloid finish. Long trouble - free performance. AC or DC. List Price..... $17.95



GENERAL • • •
Ultimate in performance. Comes with detachable stand. Blue hammerloid metallic finish. Hot or cold air blast. Sturdily built for long hard usage. AC or DC. List Price (with chrome stand). $19.95



ADMIRAL • • •
Tops in both beauty and performance. Acclaimed best on the market by thousands of users. Die-Cast housing, sturdy AC-DC motor, quiet fan. Hot or cold blast. Combination polished aluminum and plated finish. List Price (with chrome stand)..... $21.95

All Master hair dryers exclusively equipped with famous PLASTURBO blower wheels. Also mfrs. of the NAMCO HEAT GUN. See your distributor or write . . .

Master APPLIANCE MFG. CO.
RACINE WISCONSIN

RADIOS, Clock

June, 1952	124,489
June, 1951	57,760
6 Mos., 1952	777,504
6 Mos., 1951	413,474
% Change vs. 1951	
June, 1952	+115.53%
6 Mos., 1952	+88.04%

RANGES

June, 1952	88,063
June, 1951	107,861
6 Mos., 1952	468,763
6 Mos., 1951	769,058
% Change vs. 1951	
June, 1952	−18.36%
6 Mos., 1952	−38.24%

REFRIGERATORS

June, 1952	374,199
June, 1951	309,125
6 Mos., 1952	1,744,302
6 Mos., 1951	2,606,660
% Change vs. 1951	
June, 1952	+21.05%
6 Mos., 1952	−33.08%

ROASTERS

June, 1952	23,874
June, 1951	21,013
6 Mos., 1952	169,525
6 Mos., 1951	224,400
% Change vs. 1951	
June, 1952	+13.62%
6 Mos., 1952	−24.45%

TELEVISION

June, 1952	361,152
June, 1951	352,500
6 Mos., 1952	2,318,236
6 Mos., 1951	3,457,519
% Change vs. 1951	
June, 1952	+ 2.45%
6 Mos., 1952	−32.95%

TOASTERS

June, 1952	83,493
June, 1951	160,796
6 Mos., 1952	590,336
6 Mos., 1951	1,645,816

TOASTERS (continued)

% Change vs. 1951	
June, 1952	−48.08%
6 Mos., 1952	−64.13%

VACUUM CLEANERS

June, 1952	206,939
June, 1951	194,548
6 Mos., 1952	1,397,331
6 Mos., 1951	1,457,366
% Change vs. 1951	
June, 1952	+6.37%
6 Mos., 1952	−4.15%

WAFFLE IRONS—SANDWICH GRILL COMBINATIONS

June, 1952	41,382
June, 1951	37,505
6 Mos., 1952	172,841
6 Mos., 1951	521,264
% Change vs. 1951	
June, 1952	+10.34%
6 Mos., 1952	−66.84%

WAFFLE IRONS, Single Units

June, 1952	3,100
June, 1951	10,697
6 Mos., 1952	30,790
6 Mos., 1951	146,296
% Change vs. 1951	
June, 1952	−78.95%
6 Mos., 1952	−71.02%

WASHING MACHINES, Standard (Electric & Gas Engine)

June, 1952	274,457
June, 1951	253,119
6 Mos., 1952	1,423,629
6 Mos., 1951	1,830,129
% Change vs. 1951	
June, 1952	+ 8.43%
6 Mos., 1952	−22.21%

WATER HEATERS, Storage

June, 1952	50,436
June, 1951	57,470
6 Mos., 1952	266,778
6 Mos., 1951	414,659
% Change vs. 1951	
June, 1952	−12.24%
6 Mos., 1952	−35.66%

Plan Radio Series



DETAILS OF sponsorship of Thursday night broadcasts by Gabriel Heatter are ironed out by Heatter, left, Ben G. Sanderson, Deepfreeze general sales manager, and ad man R. V. Newbell, right. Deepfreeze is using the 534-station Mutual network for the show.

Astral GRABS A NEW, UNTOUCHED MARKET— PORTABLE SPOT REFRIGERATION

A new profit item for Electrical Dealers





Dimensions: 22½" by 22" by 21¼"

MIRACLE COOLING UNIT
6, 12, 24, 32, 110, 220 volts
Dual Voltage—giving you operation on any low voltage with 110 volts or 220
AC or DC any cycle
Absorption principle
No moving parts
They 95-year element
Silent as the falling snow
Guaranteed—Warranted
AVAILABLE IN WALNUT, BLOND MAHOGANY AND WHITE FINISHES

PORTABLE SPOT REFRIGERATION

a new concept — a new product to fill an old need . . . refrigeration where and when you want . . .

FOR HOMES • FOR BOATS • FOR TRAILERS • FOR HOME BARS • FOR MOUNTAIN AND RESORT COTTAGES FOR BUSINESS AND PROFESSIONAL OFFICES

ASTRAL BLASTS 14 SALES AVENUES

Complete National Advertising Covering All Dealers

WRITE TODAY FOR FULL DETAILS

ASTRAL INDUSTRIES 10
P. O. Box 239, Northvale, N. J.
Gentlemen: Please send me full details on the New Astral.
*Name*_____
*Address*_____
*City*_____ *County*____ *State*_____

Astral INDUSTRIES, INC.
P. O. Box 239 Northvale, N. J.

COLE HOT BLAST

..."Leaders in room heaters since 1897"

GAS-OIL-COAL



TILT-A-WAY CABINET FOR Easy CLEANING

Patent No. 2,241,025



MODELS 775-52 776-52

1. Exclusive COLE "Tilt-A-Way" Cabinet for easy cleaning
2. Both single and dual burner models
3. Glass lined (porcelain) heating units
4. Sold and serviced nationally thru leading Distributors

Write for catalog

COLE HOT BLAST MANUFACTURING CO.

3817-35 South Racine Avenue
Chicago 9, Illinois

NEW! GITS "SAFETY PLATE" DUPLEX OUTLET



EXTRA PROFITS FOR YOU!

From Every Home, Office and Factory

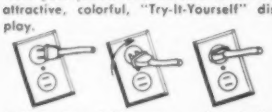
RETAIL LIST 49c each

Order a sample dozen now.

GITS "Safety-Plates" make it impossible to insert objects into electrical outlets. Holds loose plugs firmly in receptacle. "Safety-Plate" automatically snaps closed when the plug is removed.

Simple to Operate! Simple to Install!

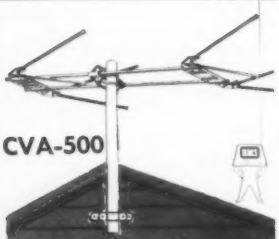
- Remove old receptacle cover plate
- Replace with GITS "SAFETY-PLATE" by using same single-screw attachment. Order from your jobber and be sure to ask for attractive, colorful, "Try-It-Yourself" display.



1. Insert the plug
2. Turn quarter turn right
3. Push all the way in

GITS Molding Corporation

4656 W. Huron Street Chicago 44, Illinois



CVA-500

you are looking at THE FIRST TRIED AND PROVEN UHF ANTENNA

It outperforms anything in the fringe for vhf reception . . . is all set for the uhf reception of tomorrow. No extra transmission line needed, no other antennas, no additional accessories . . . these are the hard facts with which to hammer away at any set sales resistance caused by the uhf question.

SEE YOUR LOCAL RMS JOBBER!

only 13.33 list

A MUST WITH UHF!

RG-450 HI-GAIN OPEN LINE

Loss in twinex is high and gets higher when the line is wet. With uhf, line losses can be most serious. Avoid trouble . . . use Hi-Gain . . . the line with the least loss and greatest permanence!

RMS 2016 Bronxdale Avenue New York 60, N. Y.

DISTRIBUTOR NEWS

Honors for Distributor



SINGLED OUT as the outstanding Raytheon television distributor in the country, Lynn Dickerson, left, of Houston, was presented with an engraved watch by William J. Helt, Raytheon general sales manager, recently.

Hotpoint's Schoolboys

Manufacturer launches distributor management training schools to insure good selling methods when defense production declines

Hotpoint sees trouble ahead at the distributor selling level when defense production starts to decline. To combat it before it happens, the firm launched a series of 11 distributor training schools in July—a program which cost $100,000, according to John F. McDaniel, Hotpoint's manager of marketing, who handled it. Its specific objects, he says, were to increase selling efficiency at all marketing levels, lower selling costs, increase salesman morale and earnings, reduce turnover of personnel, and raise sales volume in the hard-selling period ahead.

Although several of the older appliances have leveled off to a steady replacement market, says McDaniel, it took a lot of doorbell ringing to saturate the market. The same doorbell ringing will do the same job on new low-saturation products.

Workshop sessions using a round-table method were conducted in nine key market areas across the country. What with note-taking, oral and written tests, and both pre-school and evening study assignments, the approximately 500 distributor salesmen knew that Hotpoint was serious about rebuilding salesmanship.

Achievement Award



A TRIBUTE to Walter J. Daily, vice-president and sales manager of the vacuum cleaner division of Lewyt Corp., was paid by Lewyt distributors all over the country in the form of a solid gold watch and band. The presentation was made in celebration of Daily's fifth anniversary with Lewyt and his birthday, by Benjamin Gross (left) and Robert Gross (right) of Gross Distributors, New York.

GLAMORIZE

With

NEAL COVERS

BE PROUD

Of Your Deliveries



No. 222 Cover and No. 100HD Kit shown in above kit

ORDER TODAY

Enclose check for items marked below. Immediate delivery C.O.D.'s. Guaranteed to be as represented.

- ☐ No. 350 17" Table Model Cover for TV.. $9.50
- ☐ No. 351 21" Table Model Cover for TV.. 12.50
- ☐ No. 300 30" Wraparound Console Cover. 16.50
- ☐ No. 301 36" Wraparound Console Cover. 18.95
- ☐ No. 222 42" Hooded Type COMB. TV or Range Cover 10.95
- ☐ No. 200 4'-12" Refrigerator Wraparound Cover 22.95
- ☐ No. 90LD E-ZEE-LIFT Kit — 300 pound capacity 12.95
- ☐ No. 100HD E-ZEE-LIFT Kit — 1200 Pound capacity 19.95
- ☐ No. 400 Top-O-Tv Pads for Showroom. Kit contains 12 Pieces, all sizes. (Wool) 11.50

Circular on request

NEAL PRODUCTS CO.

MARLBORO 45, MASSACHUSETTS

Solves the Problem of Mailing List Maintenance!

Probably no other organization is as well equipped as McGraw-Hill to solve the complicated problem of list maintenance during this period of unparalleled change in industrial personnel.

McGraw-Hill Mailing Lists cover most major industries. They are compiled from exclusive sources, and are based on hundreds of thousands of mail questionnaires and the reports of a nation-wide field staff. All names are guaranteed accurate within 2%.

When planning your direct mail advertising and sales promotion, consider this unique and economical service in relation to your product. Details on request.



McGraw-Hill Publishing Co., Inc.

DIRECT MAIL DIVISION

330 West 42nd St., New York, 18, N. Y.

Get-Well Present



DU MONT DEALER Robert Morehouse of Ann Arbor, Mich., accepts the keys to a new Cadillac from distributor Leonard Turnbull, right. Morehouse, who received the prize while convalescing from an illness, submitted the best ending to the sentence "My Du Mont franchise is valuable because . . ." Purchases of specified models entitled dealers to submit additional entries.

IMO Distributors, Inc.

Al E. Askerberg has resigned as director, vice-president and general manager of Horton Mfg. Co., which suspended manufacturing activities recently. He will devote full time to his duties as president of IMO Distributors, Inc., Fort Wayne, Ind., which he formed last February. Associated with Askerberg in IMO are two former sales managers of Horton, L. F. Koranda, who is vice-president and treasurer, and S. B. Welch, who is vice-president. J. D. Sheron, secretary, is a former Horton district manager. Askerberg, president of Horton from 1943 to 1950, was named executive vice-president and general manager in 1950 when Horton was purchased by Romos Enterprises, Cincinnati.

WESCO

John P. Finneran has been appointed general advertising manager for Westinghouse Electric Supply Co., succeeding Arthur W. Sullivan, who recently retired. Finneran joined the advertising department of WESCO in 1948 in the New York headquarters office.

T. V. Wake has been named branch manager, consumer products, for Chicago and Rockford, Ill., replacing T. S. Fremont, resigned. Wake is succeeded as CP branch manager for Indianapolis and Fort Wayne by J. C. Drewry. H. C. McDaniel is new branch manager of the Flint, Mich., house, replacing W. L. Howlett, resigned. W. P. Frost takes over as district radio-television sales manager for the Southern California district.

Emerson-Long Island, Inc.

Stanley M. Abrams has resigned as director of sales for Emerson Radio and Phonograph Corp. to become a distributor of Emerson products in Nassau and Suffolk Counties, Long Island, New York, with headquarters at Mineola. The firm will concentrate at first on TV and radio.

ARMSTRONG

PORTABLE IRONER



BIG IRONER VALUE for LITTLE MONEY

Here's an ironer for AC current you can display and sell with full confidence. Women like it because it saves time and is reasonably priced. Motor is wholly enclosed. Equipped with 21" roll, thermostat that controls heat and signal light which glows while current is on. Elbow control leaves user's hands free to guide clothes. Finished in white enamel and chrome.

ORDER FROM YOUR JOBBER TODAY

or write for literature on Armstrong Ironers, Electric and Gas Heaters and Lawn Sprinklers

WHEN IT'S AN ARMSTRONG DEPEND ON IT! IT'S THE BEST OF ITS KIND

ARMSTRONG PRODUCTS CORP.

Manufacturers of Quality Products Since 1899

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BARKOW!

the name that stands for FREEZER!

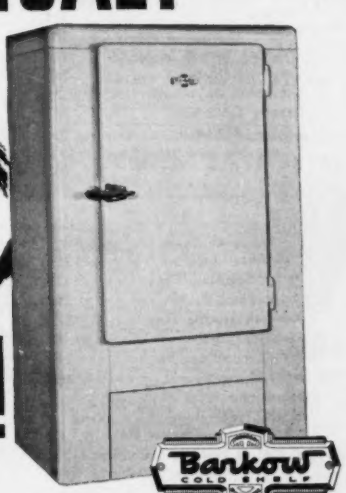
Announces

A NEW 20 CU. FT.

VERTICAL!

the Barkow is the nation's finest vertical and verticals are the way to profits!

- Eye-Level Access
- No Fumbling or Bending
- No Basket Juggling
- No Sorting
- No Cold Air Lost While Baskets are Exposed
- Uses ½ the Space of Horizontals
- Costs less to operate
- Well for Large Items
- No Heavy Cover to Lift
- 3 Fast Freezing Shelves



BEST!

the best deal for you on every score. Write—wire—or phone today for information on distributorships and dealerships!

AUGUST G. BARKOW MFG. CO. 2230 S. 43RD STREET, MILWAUKEE, WIS.

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IF IT'S **here...**

IT'S **news...**



IT'S WORTH STOPPING TO SEE!

Maybe Industry doesn't maintain show windows on Fifth Avenue or State Street or Wilshire Boulevard like America's great department stores. But your industry has a mighty effective show window ... *and this is it* ... this magazine. In these advertising pages alert manufacturers show their wares. Here you will find up-to-the-minute news about products and services designed to help you do your job better, quicker, and cheaper. To be well-informed about the latest developments in *your* business, *your* industry ... and to stay well-informed ... *read all the ads too.*

P—128

McGRAW-HILL PUBLICATIONS

What electrons are and do and what they can mean to you



If you want to keep on top of your job in the electronic age before us you want to know more about this fast-growing field—about what electrons do and what radiant energy is. Here is an especially clear and simple explanation of electronics and electronic tubes and circuits for all concerned with the manufacture, application, or operation of household or industrial electronic devices. Here is a book that will give any electrical worker or salesman of electrical supplies the essential background in electronics which he will need increasingly on his job.

Just Published!

PRIMER of ELECTRONICS and RADIANT ENERGY

By Don Caverly
Sylvania
Electric Products, Inc.

2nd Edition, 343 pages, 5½x8
202 illus., $5.50

SEE THIS BOOK 10 DAYS FREE

This interesting and down-to-earth book begins by giving a picture of the atom—of what makes it up, how it behaves, how it occurs in the variations that enable us to use its energy. Then it goes on to explain how the energy in the atom gives rise to the phenomena around us—sound, light, and radiant energy. It builds an understanding of how these phenomena are applied in many practical devices.

Look up the ABC explanations of:

—how 1-, 2-, and 3-phase A-C generators work
—how sound is recorded and reproduced
—how Fresnel lenses are used on airport code beacon lights
—what the infrared filter has done for photography
—how diathermy machines work
—how ultraviolet can be used to keep food from spoiling
—what ultrasonic waves are and how they are used
—how radar penetrates fog and finds obstacles
—what makes fluorescent lamps light
—what X-rays are and how X-ray equipment works
—and a host of other topics

McGraw-Hill Book Co., Inc.,
330 W. 42nd St., New York 36

Send me Caverly's **PRIMER of ELECTRONICS and RADIANT ENERGY** for 10 days' examination on approval. In 10 days I will remit $5.50, plus few cents for delivery, or return book postpaid. (We pay for delivery if you remit with this coupon; same return privilege.)

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Address.....
City.....Zone....State.....
Company.....
Position EM-9-52

This offer applies in U. S. only

MERCHANDISING SUPPLEMENT



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features.* Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

*14' Web strap fastens appliances tight with the patented (30 second action) strap ratchet —a Yeats exclusive.

*Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. *Write for full information.*



Yeats Appliance Dolly Sales Co. 2124 N. 12th St. MILWAUKEE 5, WIS.

MEND-IT SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Splices appliance cord, auto and truck ignition wire and all similar uses. Made in 5 sizes. Time-Tested-Successful-Economical

Write for Catalog

Insert broken ends into sleeve. Crimp tight with pliers

MEND-IT SLEEVE MFG. CO.
136 Bonita Av., Piedmont 11, Calif.

HAND TRUCKS *for Safe & Easy handling of*



RANGES, REFRIGERATORS, DEEP FREEZE AND AIR CONDITIONING UNITS, RADIO & TELEVISION

SELF-LIFTING PIANO TRUCK CO.
FINDLAY, OHIO

Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!

VASSON **Roto-Sho** ELECTRIC TURNTABLES

THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. *Write today for complete turntable catalog including build-up fixtures!*



- *Carries up to 200 lbs*
- *Lights turn with table*

GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 65, 267 Mott St. New York 12, N. Y.

This **MERCHANDISING SUPPLEMENT** *Section*
is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of electrical appliances and in other merchandising opportunities.

Electrical Merchandising

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING EMPLOYMENT — "OPPORTUNITIES" — MERCHANDISE BUSINESS

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

SELLING OPPORTUNITIES OFFERED

JOBBER SALES Supervisor wanted for established manufacturer of receiving and TV picture tubes that is expanding sales force. Requires services of a young, aggressive supervisor with proved sales and merchandising ability. Wide national acquaintance with electronic parts distributors desirable. In your reply state age, education, experience and salary expected. Our employees know of this advertisement. SW-4995, Electrical Merchandising.

REPRESENTATIVES WANTED. Incandescent, fluorescent, infra-red heat, photo-flood and photo-flash lamps. Also renewable cartridge and plug fuses, solderless wire connectors and fluorescent starters. Many choice territories available. Send replies to RW-4447, Electrical Merchandising.

SIDELINE SALESMAN Territories opened in South for salesman to handle our Cord Sets and Appliance Repair Parts. Jandorf Electric Supply Co., 420 West Franklin Street, Baltimore 1, Maryland.

SELLING OPPORTUNITY WANTED

MANUFACTURERS AGENCY desires additional lines for Tennessee Kentucky territory, excellent following with distributors and jobbers in above, close coverage and missionary work assured thru out territory. Also have representative following in the large hardware and department store trade. RA-5091, Electrical Merchandising.

WANTED

ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.

New Advertisements

received by September 12th will appear in the October issue, subject to space limitations.

Classified Advertising Division

Electrical Merchandising
330 West 42nd St., New York 36, N. Y.

AVAILABLE

MANUFACTURERS REPRESENTATIVE

Aggressive young distributor appliance executive desires connection with manufacturer for district or regional representation in Kentucky and surrounding areas. Reply

RA-4873, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

MOTOR EXCHANGE SERVICE

Your burnt out vacuum cleaner motors completely rebuilt guaranteed one year.

Your cost $8.50. G.E. tank motor $9.50.
1000 Rebuilt vacuum cleaners $9.50 up.

DEALERS' VACUUM CLEANER CO.
140 Nostrand Ave. Brooklyn 5, N. Y.

SALESMEN • DISTRIBUTORS

"FLY-BYE" kills insects automatically. Big profits



Now . . . say good-bye . . . to Flies, Mosquitoes, Moths, Roaches, Ants, and other flying and crawling insects . . . with the amazingly sensational "FLY-BYE" Electric Insect-Killing Vaporizer.

Beautifully attractive portable wall fixture . . . using an ordinary light bulb . . . vaporizes powerful non-toxic chemical. Needs no installation . . . complete with cord and plug.

Hundreds of testimonial letters prove this method automatically solves the pest problems. Continuous operation controls areas up to 15,000 cubic feet. Smaller areas require less operating time. *Commission 40%. Salesman's sample $6.00.* ORDER TODAY.

ONLY **$9.95**

GENERAL MFG. & DISTR. CO.
1 S Box A Quincy, Michigan

☐ My check or money order enclosed (postpaid)
☐ Send C.O.D. I will pay cost plus postage.

NAME.....
STREET.....
CITY..... ZONE.... STATE.....

The Business Climate



WELL, there's a little more snap and sparkle to the business air these days. A nice, clean buying wind—or, at risk of laboring the metaphor, a brisk "trade" wind—has swept away a lot of dispiriting fog that has been clinging around the marketplace.

About time, too. The private little depression the consumer goods field has been experiencing has been close to a year and a half running its course. It looked like clear weather ahead in those early days of 1951. Factories were turning out goods at a record rate, customers were snapping them up in a second surge of "scare" buying, and dealers threw caution to the winds in restocking their inventories. It has taken a long time to get back to normal. And, as usual when over-production and under-consuming are the order of the day, a flock of nasty selling practices and some even nastier people have managed to make themselves felt in the business.

It is not our intention to dwell on these latter manifestations here; we have spoken our piece bluntly during the past few months. Rather, we would like to ponder briefly on those intangibles that appear to have such a profound effect on the business climate in general. What makes buyers out of non-buyers? Why, in one year, are consumers cautious to the point of avarice, yet spend freely the next year? What is cause and what is effect?

It confounds the economists, bless their omniscient hearts!—when in a period of boom production, maximum employment, high incomes and record savings, that one vastly important segment of the economy—the consumption of consumer goods—is virtually in the doldrums. Yet such was the case in the soft goods field, the entire home-furnishing field, the automotive industry and, as we know to our sorrow, the appliance, radio and television business. Only housing seemed to escape the blight.

It would be presumptuous on our part to pretend to know the answers. But mercifully, omniscience not being required of us, we are at least permitted to speculate on the reason for these better times. Here goes—

First: a state of more or less permanent international tension, together with even the minor war we are engaged in, has become a reluctant but accepted fact by the people. It is rooted in the foreseeable economy. Therefore, buying jags for fear of lack of goods are a thing of the past.

Second: the fear of uncontrolled inflation, growing out of the war, has largely passed. We feel we have reached an inflationary plateau upon which prices, having firmed, will remain relatively stable.

Third: While, traditionally, business is in a state of nervous apprehension during an election year, the fact that both major political parties have nominated outstanding men tends to nullify the effect of the eventual outcome. And in either case, there seems to be considerable hope for the lightening of the tax burden.

So much for the broader aspects; let's look at some of the more immediate:

The repeal of government restrictions on installment credit, together with the decline in the amount of installment credit outstanding, gave the industry a much-needed lift at a critical time. "Impulse" buying, stifled under rigid credit controls, is again operating to the benefit of the business. And the introduction of new models of appliances, radio and television sets are less hampered by mortgaged instalment accounts.

Cutbacks in production, whether voluntary or strike-induced, helped clear swollen inventories at the manufacturer, distributor and dealer levels. There are even shortages in some popular models and, believe it or not, allocations in some lines.

Re-instatement of Federal Fair Trade legislation once more has made it possible for the small dealers of the country to compete with big chains. It is up to the industry to see that these hard-won gains will be enforced and preserved.

The lifting of the FCC freeze on the construction of new television broadcast stations, bringing to an end a three-year artificial throttling of a giant new industry, gave hope and inspiration to all elements of the business. The growth of the national market for TV in the next two or three years should be enormous.

None of these things alone, of course, has been responsible for the more invigorating business climate we are moving into. But taken together, we believe they have blown the fresh air of confidence into an industry that was beginning to lose faith in itself and its future. All that is required of us now is that we clean up some of the shoddy practices that have brought the industry, in the eyes of the public, to the level of street-hawkers.

It's time we got back to selling the intrinsic value of our products first and letting price sell itself.

Laurence Gray

EDITOR

What can you learn from a customer?

(...that'll help you sell a wringer-washer)

● Ever heard how your sales talk might sound from a customer? Try checking Lovell's key sales points as a woman plays them back. See if you don't agree that from her point of view they're all important...that your sales talk is incomplete unless you tell 'em *all!*

1. LOVELL INSTINCTIVE WRINGERS GIVE YOU AUTOMATIC SAFETY! A GENTLE PULL ON CLOTHES, OR A PUSH ON FRAME RELEASES ROLL PRESSURE ON LOVELL'S NEW "62" WRINGER. JUST A SLIGHT PULL STOPS ROLLS INSTANTLY ON LOVELL'S FAMOUS "77."



2. NO LONG WASHING AND RINSING CYCLE TO WAIT FOR. AND JUST A QUICK PUSH OR PULL SWINGS WRINGER TO NEXT OPERATING POSITION.



3. PRESSURE–CLEANSING ACTION GETS CLOTHES CLEANER. MICROPHOTOS PROVE IT!



4. WORK-SAVING LOVELL DOES 90% OF THE HEAVY LIFTING!



5. WITH A LOVELL EQUIPPED WASHER, YOU START OFF WITH DAINTY THINGS AND END UP WITH OVERALLS ALL IN THE SAME SUDS!



6. A LOVELL EQUIPPED WASHER COSTS LESS TO BUY... SAVES ON WATER, SOAP, AND ELECTRICITY!



...AND DON'T FORGET TO TELL 'EM HOW I'M BUILT TO WORK BETTER LAST LONGER!



(Let every customer know that she can get her wash done quickest with a wringer washer and automatic dryer—and that the combination costs less than she thinks!)

"GUARDED TOP" CONSTRUCTION gives housewives added protection.

POWER ELECTRIC ROLLS with three laminations of rubber give right cleansing pressure.

HARDWOOD BEARINGS never need oiling, won't stain wash.

SINGLE LEAF SPRING gives balanced pressure.

ALL-STEEL H-TYPE FRAME prevents twisting or breaking.

Lovell

PRESSURE CLEANSING WRINGERS

Lovell Mfg. Co., Erie, Pa.

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER...THE BEST ARE LOVELL EQUIPPED



It makes the difference between RED and BLACK!

THE HANDLING of trade-ins has long been one of the knottiest of all problems in appliance retailing.

But retailers who have put Kelvinator's Verified Value Used Refrigerator Program to the test and have followed through on it have found the answer. Their experience is dramatic *proof* that used refrigerators can be turned from a warehouse and inventory problem into profitable sales.

The Kelvinator Verified Value Used Refrigerator Program is complete to the last detail. It can fit into the operation of any type or size of store. It's a program that has had the kinks ironed out of it—a practical program that has resulted from 10 years of testing and re-testing by Kelvinator.

This completely proved program is just one more instance of Kelvinator "Retail-mindedness" in action. It is further evidence of the powerful, dynamic support that Kelvinator gives to retailers. And it's another reason why the Kelvinator Franchise, with all its protections for the retailer, is the most valuable in the appliance industry.

THERE IS A BETTER REFRIGERATOR . . .

IT'S Kelvinator

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

ELECTRIC REFRIGERATORS...RANGES...FREEZERS...WATER HEATERS...DEHUMIDIFIERS

KELVINATOR • DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT 32, MICHIGAN